Alexis Tartaro

Digital Specialist - Diagnostic Solutions

Melbourne, FL | LinkedIn

Technology sales and digital solutions professional with over 20 years in federal, healthcare, and enterprise accounts. Has exceeded quota by 150%+ annually while running multi-million-dollar pipelines.

Experience

Digital Specialist Mar 2022 — Sep 2026
Microsoft *Melbourne, Florida, United States*

- Drive revenue growth through solution based selling, engaging customers via digital and virtual channels to identify technical, operational, and business challenges
- Lead technical discovery and qualification conversations, translating customer requirements into aligned Microsoft solution architectures and value propositions
- Position cloud, data, security, and modern workplace solutions by clearly articulating technical capabilities, business impact, and ROI across complex buying scenarios
- Partner closely with Account Executives, Solution Specialists, and Customer Success teams to progress opportunities through the sales lifecycle
- Support pipeline development and deal progression, influencing buying decisions through consultative guidance and technical credibility
- Leverage CRM data, sales insights, and performance dashboards to prioritize accounts, track engagement, forecast opportunities, and optimize sales motions
- Conduct product demonstrations, technical walkthroughs, and value based discussions tailored to customer industry, maturity, and use case
- Align pre sales activity with post sales success by ensuring smooth handoffs to Customer Success and reinforcing adoption and long term value realization
- Stay current on Microsoft technologies, competitive landscape, and industry trends to deliver informed, trusted technical guidance
- Operate in fast paced, high volume environments while maintaining strong attention to deal quality, customer outcomes, and technical accuracy

Digital Specialist - Diagnostic Solutions (Microsoft) / Sr Inside Sales Representative (Nuance Communications) Apr 2018 — Sep 2026
Microsoft / Nuance Communications *Melbourne, Florida, United States*
Sold cloud, data, security, modern workplace, and diagnostic solutions through digital and virtual channels after Nuance was acquired by Microsoft. Ran discovery sessions to map customer workflows, built relationships with executives, and worked deals through pipeline stages with Account Executives and Solution Specialists. Exceeded annual quota by 150%+ each year and wrote quotes and proposals without management review.

Federal | Healthcare | Edu Sales Account Executive Dec 2015 — Nov 2017
Call One *Cape Canaveral, FL*
Managed contract administration, proposal writing, and order fulfillment for federal, healthcare, and education customers. Ran RFQ and RFP processes on my own and built and maintained GSA contracts.

Workplace Operations Specialist Jan 2013 — Jan 2014
Merchandise Mecca *Sylvan Lake, Michigan*
Ran day-to-day operations for the office and warehouse. Oversaw sales and logistics, improved order fulfillment, and grew revenue by building out online sales platforms and tightening purchasing and invoicing.

Procurement Specialist / Government Sales Manager Dec 2003 — Dec 2013
Allied National *Greater Detroit Area*
Generated $6M+ in first-year federal sales by running the SDVOSB certification process and winning several GSA Multiple Award Schedules, then closing initial government task orders within eight months. Handled end-to-end procurement and public sector delivery with 100% on-time performance, negotiated a 15% cost reduction, and later managed regional sales and recruited a sales team.

Certifications

Presidents Club 2024, Oct 2024

Presidents Club - Rome, Jan 2023

Presidents Club - Aruba, Jan 2022

Presidents Club - Park City, Jan 2021

Presidents Club - Hawaii, Jan 2020

Top Inside Sales Rep - The Breakers, Jan 2020

Presidents Club - Spain, Jan 2019

Top Sales Manager, MBM

Skills

Solution-Based Selling · Inside Sales · Pipeline Management · Quota Attainment · Deal Progression · Lead Conversion · Technical Discovery · Solution Architecture · Product Demonstrations · Contract Administration · RFQ/RFP Execution · GSA Contracts · Sales Intelligence Tools · Account Management · Post-Sales Handoffs · Value Realization · ROI Positioning · Oracle · NetSuite · Excel · Lead Generation · Oracle Database · Digital Channels · Salesforce.com · Customer Service Operations · Customer Relationship Management (CRM) · Customer Service · Government Procurement · Pricing · Purchasing · Sales Management · Sales · Contract Negotiation · Cold Calling · Selling · New Business Development · Sales Operations · Customer Satisfaction · Marketing Strategy · B2B · Trade Shows · Negotiation · Procurement · Direct Sales · Sales Process · Key Account Management · Inventory Management · Retail · Inventory Control · Recruiting · Management · Business Development · Product Development · Sales Presentations · Marketing · Selling Skills · Customer Retention · Managed Print Services · Product Marketing · Business Strategy · Contract Management · Business Planning · Market Planning · Leadership · Team Leadership · P&L Management · Budgets