

Russell Odom

Senior Microsoft Solutions Executive

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SUMMARY

Enterprise Microsoft sales executive with nearly 14 years at SHI, promoted through every level of the Microsoft organization, from Inside AE to Senior Solutions Executive on SHI's BlackOps team. Sold through every major Microsoft shift — on-prem to cloud, and now partner-led CSP agreements and AI workloads such as Microsoft 365 and Copilot — without missing quota in any period since April 2021. Owns acquisition and growth of SHI's largest business: Microsoft Enterprise and CSP agreements.

WHAT I DO WELL

New logo acquisition and competitive displacement · Microsoft Enterprise and CSP agreement sales · Microsoft 365 Copilot and AI workloads (Agent 365, Entra Suite) · Microsoft co-sell · Team leadership · Consistent quota attainment

EXPERIENCE

SHI International · Austin, Texas Mar 2013 – Present

Senior Microsoft Solutions Executive · BlackOps 2.0 Apr 2021 – Present

- Promoted to Senior in August 2026. Founding member of BlackOps 2.0, recruited by a Microsoft Sales Director.
- Win net-new enterprise logos by displacing CDW, Insight, and Softchoice, selling why SHI for Microsoft so customers move existing Enterprise and CSP business to SHI. Measured on logo acquisition.
- Exceeded logo quota every measurement period since April 2021. 2024: 133% and 142%. 2025: 133% and 154%. First half of 2026: 115.4%.
- Recent wins: 12 new enterprise logos in the second half of 2025 and 9 in the first half of 2026, across Fortune 500 industrials, energy, transportation, enterprise software, identity security, and health systems.
- Lead customers through the shift to partner-led CSP agreements and adoption of Microsoft 365 Copilot and advanced AI workloads, including Agent 365 and Microsoft Entra Suite, with SHI professional services.

Microsoft Customer Success Manager Oct 2019 – Mar 2021

- Guided Enterprise Agreement customers through the on-prem-to-cloud transition, driving Microsoft 365 adoption and consumption.
- Owned retention and growth: product evaluation, cost analysis, roadmap planning, and renewals.

Microsoft Licensing and Renewal Sales Specialist · Team Lead · BlackOps Apr 2014 – Sep 2019

- President's Club, 2019.
- Promoted from Inside AE onto the Microsoft acquisition team within 12 months, then to Team Lead within another 12 on results, cultural leadership, and operational excellence.
- Drove Enterprise Agreement acquisition and growth through a consultative approach, with a long record of hitting and beating quota.

Inside Account Executive Mar 2013 – Mar 2014

- Microsoft IAE of the Year and Rookie Award, 2013.
- Acquired more than 20 new buying accounts in 12 months: over \$1 million top-line revenue, over \$100,000 gross margin, and more than 200% to plan. Promoted onto the acquisition team.

EARLIER EXPERIENCE

Marketing and business development at Austin startups and agencies, 2010–2013.

EDUCATION

Texas State University, McCoy College of Business. BBA in Management. Worked through school debt-free, including four years as a Chase Bank teller.