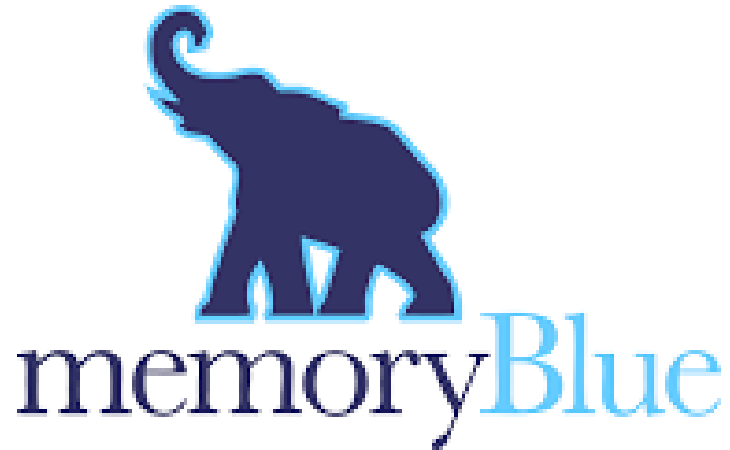


# 2019 Alumni of the Year Award

Finalist Information – Jonathan Stevens



# Jonathan Stevens

National Channel Manager  
CyrusOne  
memoryBlue Exit Year: 2015



## 2018 Opening Highlights:

Jonathan's success included the following key metrics –

- ▶ 2018 work production directly resulted in promotion in early 2019
- ▶ Reached 153% quota retirement
- ▶ Helped the company reach a level of success that forecasts eclipsing \$1 Billion in revenue, marks the first time the company projects to reach that mark.
- ▶ Authority in recruiting and evaluating new business partners

His work also included managing over 25 sales reps across the country and overseeing about 20% of yearly company revenue.



# Jonathan Stevens

## Finalist Application -- Q & A



### #1: Explain why you deserve to be memoryBlue's 2019 Alumni of the Year. Expand on information from your initial application (where possible).

- ▶ I am deserving of the 2019 Alumni of the Year award because my professional trajectory to this point, at least I believe, is an ideal illustration of what memoryBlue tells new hires they can eventually become if they join the firm. My story is a great example of what any elephant is capable of achieving. If you have a bit of prescience and recognize when an ascending career move is being presented to you, and become mercilessly dedicated to capitalizing on that, you can ultimately end up with a career that is lucrative, rewarding, and fulfilling both professionally and personally. Of course, this is never guaranteed. However, I am an embodiment that it is an attainable outcome for anyone who joins memoryBlue.
- ▶ Here is my story.
- ▶ What separates me distinctly from both past and present finalists of this award (as far as I know), is that I am still working for the original client I was assigned to on my first day at memoryBlue. I'll never forget the first email five years ago from my delivery manager Ben Decowski. "You are on the CyrusOne account. They are a colocation company." Um, what? I had never seen the word colocation in my life. I had absolutely no idea what it meant, let alone how I was supposed to help sell it. Is it like ...soda software? Fortunately, that guess was incorrect. I learned that colocation is the technical term for data center outsourcing. Which I also knew nothing about. Here goes nothing!
- ▶ A month or so goes by and I am enjoying it. My manager is an excellent teacher so I'm gaining a lot of confidence about how to maneuver myself in the job. My reps were all so generous with their time and willing to answer any question I came up with about the industry. Most importantly, colocation became something I started to have a legitimate interest in. Which is massive for sales. If you aren't passionate about what you're selling and don't genuinely believe in it, success is aberrant.

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# Jonathan Stevens

## Finalist Application -- Q & A



### **#1: Explain why you deserve to be memoryBlue's 2019 Alumni of the Year. Expand on information from your initial application (where possible).**

- ▶ My moment of clarity came when my rep and now great friend Stuart Dyer (mB Alum '11) invited us to the groundbreaking ceremony of CyrusOne's first data center in Sterling, VA. It was there I realized what a huge operation this was. That building would eventually be over 400,000 square feet, about three times the size of an average Costco. I couldn't stop thinking about how expensive it must have been to build, and that someone gets to sell it. Collectively these facilities make up the core of the internet. That was amazingly cool to me. From that day forward, I knew this was what I wanted to do with my career. My first, second, and third priorities at work were to get an offer from CyrusOne. All my energy went into making it happen.
- ▶ Around May of 2014 Nimit announced to the company that he would be moving to Austin, Texas to start memoryBlue's first ancillary office. He was looking for well performing AE's to join him and mB would pay for the move. Now, CyrusOne is a Texas based company. They had twelve data centers in Texas and only one in Virginia at the time. Even though I had never been off the east coast in my 23 years of life, my instincts told me if I moved to Texas I'd have a better chance of getting an offer. So, I entered my name in.
- ▶ A few days later Nimit pulled me into his office and let me know I was approved to go. I was pumped! Until he said the CyrusOne account would be staying at HQ and I'd be reassigned in Austin. No longer pumped. That was a deal breaker for me. But I was intent on having my cake and eating it too. So, I did what was a precursor to my future days as a channel manager and tried to convince two separate parties why it was a good idea for them to make a deal together. I knew that Nimit's top producing account, MarkLogic, would not be willing to move with him to Austin and he'd have to give it up to another DM. I approached Nimit and suggested he trade MarkLogic to my manager Ben in exchange for CyrusOne, so he'd at least get some value in return versus nothing. MarkLogic was the top account in the company, so this was an easy yes for Ben. I'd like to think they're both equally happy with how that trade turned out. You're welcome boys.

(Continued)

# Jonathan Stevens

## Finalist Application -- Q & A



### **#1: Explain why you deserve to be memoryBlue's 2019 Alumni of the Year. Expand on information from your initial application (where possible).**

- ▶ Fast forward a few months to August and I am one of a handful of people to move to Austin with Nimit and open the company's second office. I'm proud that Nimit chose me to mentor memoryBlue's first ever new hire outside of Virginia. That was a monumental moment for the growth of the company. I'm also still great friends with that knucklehead today. Shout out to Adam Kirschner.
- ▶ In January 2015 I got a phone call from my current boss, Fred Holloway, offering me a position to come on board for CyrusOne as the Southeast Region Channel Sales Manager. I was the youngest person the sales department had hired in the company's fourteen-year history, which still holds true today over four years later. That phone call will be seared in my memory forever. I'll never forget hanging up with Fred and having that feeling of complete exultation. My girlfriend and I left the only place we'd ever known. We left all our family and all our friends. Just so I could have a better chance of maybe getting hired by CyrusOne. I wanted it so badly that everything else was tertiary. To have such a major life risk pay off exactly the way you hoped it would, is just an indescribable feeling of validation.
- ▶ I went from making 100 cold calls a day in a cube at memoryBlue, straight to carrying a direct quota and managing a quarter of the country for the third largest data center provider in the US. A publicly traded company. I had my own office, and people were sending me leads. It was a lot to take in at first but eventually I hit my stride.

**(Continued)**

# Jonathan Stevens

## Finalist Application -- Q & A



### **#1: Explain why you deserve to be memoryBlue's 2019 Alumni of the Year. Expand on information from your initial application (where possible).**

- ▶ I started with a small territory of regionally based partners and a \$50,000 MRR quota my first year. Over the next year to four years I gained more trust from management and was given more and more responsibility. As the, now, Western US Channel Manager in 2018, my partners brought in \$363,000 of MRR with a Total Contract Value of \$26,800,000. I achieved 153% quota retirement. This culminated in my promotion to National Channel Manager in 2019 and a new quota of \$400,000 MRR. I am now directly responsible for CyrusOne's channel partner program across the United States. We are now the third largest data center provider in the world. This year we will eclipse \$1 Billion in revenue for the first time. We have 48 data centers in the US and portfolio of 160+ partners. I have authority in recruiting and evaluating new partners, as well as managing and harvesting our existing partner base.
- ▶ Since working for CyrusOne I have enjoyed tremendous success professionally and a high quality of life personally. It's transformed me as an individual and shaped so many of my experiences all together. Before CyrusOne I had been on an airplane less than ten times in my life. But because of this job, I have now been to almost every major city in the US and have formed an expansive network of valuable contacts all over the country.
- ▶ Without memoryBlue, not only would I not be working for CyrusOne, I wouldn't even know the colocation industry exists. memoryBlue is directly responsible for exposing me to what I wanted to do in life. I feel perpetually indebted to mB for that.
- ▶ Based on what has come to me since March 2014, I can say without a doubt - joining memoryBlue was the best decision I have ever made.



# Jonathan Stevens

## Finalist Application -- Q & A



### #2: What is one thing you do that differentiates you from other sales professionals?

- ▶ I am big on gathering what I consider social currency within my network. In short, I just do my best to be a likeable person. I rarely turn down meetings as I believe you never know when you might need a favor from that person one day. This applies to my own company as well. Any person I come across, no matter the department, or their place in the org chart, I try to figure out what they enjoy and get them talking about it. People love to talk about themselves if you know the right questions to ask. I try to remember fine details about people's personal lives and make an effort to consistently ask about those things the next time I see these people. I go out of my way to research people and their background in advance before meeting them. It's important to gather this currency because sometimes you need to be judicious and cash it in. People are much more likely to help you out down the line if they associate you with something positive and personal to them.
- ▶ An anecdotal example of this for me is this story. I developed a strong relationship over the past few years with our VP of IT Systems who has a team of 40+ people. It started because I once came to him with a question about our invoicing system and noticed a Manchester United scarf on his desk. For the next 30 minutes we talked about soccer and our mutual appreciation for the English Premier League. Every time I saw him after that, I mentioned something recent about European soccer and asked him how his daughter's team had played over the weekend. It was obvious he really appreciated this, because most people come to him with a specific business need to address. From then on, we had a rapport built and I knew I'd created some social currency. Fast forward about two years later and a regional partner of mine approaches me and asks if I can help him get a meeting with our IT team. I knew that if I was able to help this partner it would lead to me seeing more business in the future. So, I called the VP, explained how him taking a meeting would benefit me, and he was happy to do it. If I didn't have that social currency there to cash in, I likely would have been too uncomfortable to ask that kind of favor from an executive.

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# Jonathan Stevens

Finalist Application -- Q & A



## **#2: What is one thing you do that differentiates you from other sales professionals?**

- ▶ Amongst some of the other finalists for this award in the past, I think what separates me is the size and scale of my business. I am lucky to carry national responsibility for a major publicly traded company. I have been privileged to work on several customer contracts worth up to eight figures and occasionally longer than ten years. We serve 200 customers in the F1000 and as a result I have experience working with the largest enterprises in America.



# Jonathan Stevens

Finalist Application -- Q & A



## #3: What key things did you do to develop professionally in 2018?

- ▶ I think the biggest source of development for me in 2018 is that I felt confident enough to disassociate my age and relative youth for my position with the role and responsibility I held with the company. My boss Fred took a major risk hiring someone as young and inexperienced as me for a Channel Manager position. I have pretty much always been the youngest person in every meeting I've been in the last four years, and initially I had a lot of insecurity about that. I was always afraid people wouldn't take me seriously.
- ▶ Ultimately, after great mentorship from peers and mentors within the company over the last few years, I convinced myself that sales is a meritocracy and results are what earn respect, not tenure. I now believe that I was placed in my position based on the earned trust of others, and that allows me to carry out my role with the appropriate level of decisiveness and self-initiative. I believe this development played a large role in the decision to trust me with the partner program nationwide.

# Jonathan Stevens

Finalist Application -- Q & A



## #4: How are you serving as an ambassador for memoryBlue?

- ▶ I mention memoryBlue as much as I can. Whenever anyone asks how I ended up in Austin, I cite memoryBlue. When partners ask about how I joined CyrusOne, I cite my (abridged version) story of memoryBlue. CyrusOne hired two more mB alumni after me. Toby Haertl and Adam Kinley. We have recommended memoryBlue's service to several partners through the years. In addition, my younger brother Matt worked for memoryBlue from August 2016 – August 2018. My cousin Myles Olson worked for memoryBlue as well from March – July 2018. I recommended both Matt and Myles to the firm.

# Jonathan Stevens

Finalist Application -- Q & A



## #5: What one piece of advice would you give to someone that is brand new to sales?

- ▶ Have a fierce curiosity and say yes as much as possible. Always be open to new ideas. If someone asks you to shadow their call, join their meeting, proof read their email, give them feedback on a presentation, provide a favor for their customer, say yes as much as you can. Even if you're not sure that what you're being asked will directly affect your job or your position. Especially if you're the young person or the new person in the team. Once you have reputation for saying no, it's hard to overcome and less opportunities will come your way.
- ▶ When I first started at CyrusOne I thought about this in terms of collecting puzzle pieces. Every meeting I sat in on, or every call I listened to, or every data center tour I shadowed, I would gain a puzzle piece's worth of information. I'd also ask to sit in operations meetings. I'd go to lunch with the IT folks. I'd speak with finance guys. I'd talk to anyone who'd let me and ask them questions, so I could hopefully gain a new puzzle piece. In isolation, these puzzle pieces were difficult for me to interpret and not very useful. But over time as my collection of puzzle pieces grew larger and larger, I was able to assemble them into a picture of our business that I could not only digest but draw action from. Suddenly information I heard mentioned in a previous meeting six months ago started to resonate. Compartmentalizing this and treating each activity as an opportunity to educate myself allowed me to learn our business more effectively and achieve faster success.

# Jonathan Stevens

Finalist Application -- Q & A



## **#6: Give an example of how you exhibited mentorship or leadership in 2018.**

- ▶ I exhibited leadership by signing CyrusOne in three new master partner agency agreements in 2018. I also took initiative to redefine the structure for our partner commission system, and establish a documented workflow demonstrating how our partners get paid from the moment a deal is closed won through a partner confirming the commission funds are in their account.

# Jonathan Stevens

Finalist Application -- Q & A



## **#7: Share a specific example of how you exhibited HUSTLE in 2018.**

- I am always hustling by constantly traveling for my role. Last year I took roughly 30 round trip flights visiting our various partners around the nation. This requires well disciplined time management skills and preparation weeks in advance to ensure time and corporate expense dollars are wisely spent. I think the most specific example would be my Q3 of last year. I traveled to Seattle, Los Angeles, San Francisco, Salt Lake City, Chicago, New York, Raleigh, Dallas and Houston for various partner meetings and events in Q3.

# Jonathan Stevens

**Finalist Reference:** Fred Holloway

**Relationship:** VP of Sales, Western Region at  
CyrusOne (Manager)



- Thank you very much for the opportunity to support Jonathan Stevens with a reference to be recognized as the 2019 memoryBlue Alumni of the Year. While I am sure you have several highly qualified candidates, I hope to demonstrate to your organization why Jonathan should receive this award. In a very short period of time Jonathan has become the leader of CyrusOne's Partner Ecosystem as a result of his consistent success since joining our team.
- Jonathan is responsible for all of the partner relationships across CyrusOne in the US. In his role, he manages about 20% of all domestic sales in the company each year. To put this in perspective, CyrusOne sells approximately \$100 Million per year in new bookings. Therefore, Jonathan's contributions to the company are massive.
- CyrusOne, LLC is a publicly traded data center REIT (CONE: NASDAQ) with approximately 50 data centers across the globe. Jonathan supports over 25 salespeople in the US, ensuring they have the "leg up" on any new sales opportunities brought to us by our partners. CyrusOne currently serves more than 200 Fortune 1000 customers, which leads the data center industry. Through Jonathan's coverage of our nationwide Enterprise Sales team, he's gained experience working with some of America's largest companies on long term contracts valued at up to eight figures in total contract value.

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# Jonathan Stevens

**Finalist Reference:** Fred Holloway

**Relationship:** VP of Sales, Western Region at  
CyrusOne (Manager)



- I originally hired Jonathan from memoryBlue in early 2015. I was so impressed with his hustle, the rapport he built with my team, and his strong curiosity to learn new information about our business when we were his client. Jonathan demonstrated his commitment and desire to join CyrusOne when he moved to Austin, TX to help open memoryBlue's first ancillary office. Jonathan understood our roots are in Texas, so he knew his chances of getting hired would be increased if he relocated here. His risk was ultimately rewarded with an offer. As a result of his experience with us, Jonathan's transition to being productive was very quick. He immediately added value when he came on board, because he had already been working with us for about nine months. The fact that I knew Jonathan could step into my team seamlessly was a major factor in my decision to hire him, despite his relative youth for the position at the time.
- As Jonathan has continued to develop, I have given him additional responsibilities culminating in his current role as the leader of our Partner Ecosystem. After having such a positive experience with Jonathan, I later hired two additional memoryBlue alumni. In total I've hired four individuals who started their careers at memoryBlue, including one of 2017 Alumni of the Year candidates - Stuart Dyer. I am a huge fan of your firm and how you help young professionals launch their careers in sales.

**(Continued)**



# Jonathan Stevens

**Finalist Reference:** Fred Holloway

**Relationship:** VP of Sales, Western Region at  
CyrusOne (Manager)



- Jonathan owns the results of his business, and proactively manages any challenges that arise from the partner community. As his manager, I need to know that Jonathan is handling his business. Jonathan does not need frequent supervision or guidance and takes his own initiative. I am able to trust he will fulfill his obligations to our company which frees me to focus on other areas of our business. I am consistently impressed with how thoroughly Jonathan understands the details of his business when we conduct our reviews or when we have escalations within our partner community.
- Jonathan is a critical member of our sales organization who has consistently performed well, including being awarded Presidents Club for exceeding 150% of his quota in 2018. Since being assigned as our memoryBlue account rep over four years ago, Jonathan has evolved from a contracted inside sales position, to the person responsible for leading CyrusOne's partner program nationwide. Any memoryBlue client would consider this a tremendous return on investment. I believe Jonathan is an excellent candidate for the 2019 Alumni of the Year award.