

# ZACH STRALEY

## Sales Engineer

Chattanooga, TN | (765) 237-1065 | zachary.straley@gmail.com | linkedin.com/in/zach-straley

### SUMMARY

---

Sales Engineer with four years of experience leading technical demos, managing RFP responses, and translating enterprise SaaS into measurable outcomes for government, healthcare, and enterprise buyers. Combines technical depth (API integration, BI development, ADA and WCAG compliance) with production-quality demo video skills that accelerate procurement and shorten sales cycles.

### PROFESSIONAL EXPERIENCE

---

**Sales Engineer** | Qmatic Corporation | Remote

*April 2022 to April 2026*

- Produced a partner submission video that qualified Qmatic for the FIFA vendor selection process and directly contributed to closing a deal valued at approximately \$1.5M for 2026 World Cup volunteer distribution services.
- Led end-to-end technical sales cycles for public sector and enterprise clients including LA County Courts, Tennessee Department of Safety and Homeland Security, City of Long Beach, Dakota County, and Erie County.
- Built a multi-tab Power BI dashboard connected to the Qmatic Data Connect OData API, deployed across healthcare, government, and general-market demos to visualize live queue and service data.
- Owned technical RFP and RFI responses across dozens of public sector opportunities, delivering documentation that shortened evaluation timelines and won competitive bids.
- Drove ADA and WCAG 2.1 AA compliance responses for public sector clients under federal deadlines, coordinating audit triage and producing vendor remediation documentation.
- Configured complex multi-service demo environments, including a six-service LA County Courts build with custom HTML email notifications, branded mobile ticketing themes, and a live wait-time web page powered by the Orchestra API.
- Produced the official Experience Cloud product tour video series published on Qmatic's website, and trained the US sales team on product capabilities, competitive positioning, and objection handling.

**Systems Administrator** | Purdue Federal Credit Union | West Lafayette, IN

*2019 to 2022*

- Automated laptop provisioning for 200+ endpoints using Microsoft SCCM, cutting manual build time by 75% and standardizing configurations across departments.
- Administered the Genesys telephony platform and redesigned phone tree flows, reducing call center escalations and improving routing accuracy for credit union members.
- Created how-to videos and technical documentation for remote staff during COVID-19, reducing IT support tickets during the transition to distributed work.

### CONTENT PRODUCTION | SIDE PROJECT

---

**Creator and Producer** | The Yester Zone (YouTube)

*2023 to Present*

- Write, produce, and edit long-form documentary content focused on nostalgia and cultural memory (multiple videos surpassing 150,000 views), handling full production in DaVinci Resolve including scripting, cinematography, color grading, audio mixing, and motion graphics.

### SKILLS

---

**Sales Engineering:** Technical demos and solution presentations, discovery and technical deep dives, demo environment configuration, solution architecture mapping, proof-of-concept builds, RFP and RFI response, competitive positioning, sales enablement

**Technical:** REST and OData APIs, Power BI (DAX, data modeling, dashboard development), HTML and CSS theming, Salesforce CRM, Jira, Confluence, ServiceNow, Microsoft SCCM, Genesys

**Domain Expertise:** Government and public sector procurement, enterprise SaaS implementation, queue management and customer journey platforms, ADA and WCAG 2.1 AA accessibility compliance

**Content and Communication:** Technical writing, video production (DaVinci Resolve), script development, customer-facing training, executive demo delivery

### EDUCATION

---

**Bachelor of Science, Computer Information Technology** | Purdue University

*2015 to 2019*