

# ZACH STRALEY

## Pre Sales Engineer

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### SUMMARY

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Sales engineer with a strong background in working alongside government clients. I've led 50+ technical sales cycles with public sector clients, tracked compliance framework requirements in procurement (FedRAMP, StateRAMP), and translated compliance requirements into product fit.

### PROFESSIONAL EXPERIENCE

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**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.
- Worked alongside sales reps on 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, and Dakota County.
- Managed compliance and security audit findings from government customers; triaged issues to product team, tracked remediation efforts, and delivered resolution plans to customers - maintaining a deal's momentum when compliance gaps were blocking procurement.
- 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 annual 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.
- Tracked FedRAMP and StateRAMP requirements across 50+ public sector RFP evaluations; presented findings to CTO and advocated for certification investment as critical differentiator to unlock enterprise government sales.

**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.
- Managed role-based access control and access governance; processed user access requests with manager verification, assigned users to security groups following least privilege principle, and maintained documented access controls to support compliance requirements.
- Deployed critical security updates across device groups via SCCM; configured automatic KB polling and silent client-side installation to ensure all 200+ endpoints maintained current vulnerability patches, reducing attack surface organization-wide.
- Automated BitLocker encryption across all device task sequences in SCCM; configured serial number-based device inventory tracking and automatic organizational unit assignment, with unique decryption recovery codes stored in Active Directory for audit compliance.
- Administered LastPass enterprise password management platform; conducted annual security awareness training on phishing detection and password best practices, reducing credential-based attack surface across 200+ users.
- Managed encrypted tape backup retrieval and chain-of-custody procedures with Iron Mountain; ensured backup media was physically secured and transferred via established protocols, maintaining data recovery capabilities while meeting regulatory requirements.
- 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

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**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**

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**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**

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

*2015 to 2019*

**CERTIFICATIONS**

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**Editor's Guide to DaVinci Resolve** | Blackmagic Design

*2026*