



TODD PEKATS

Vice President & General Manager,
Software and Subscription Solutions

SENIOR TECHNOLOGY STRATEGY EXECUTIVE

Digital-Transformation Strategist | Cloud And Ai-Business Automation | Client Engagement, Delivery, Service

Professional Summary

Transformational, mission-driven leader spearheading business-centric IT roadmaps and global enterprise growth strategies; identifies and accelerates measures that strengthen performance with sustained multi-million dollar operational results. Known for driving digital transformation and implementing state-of-the-art technology-based business solutions in AI, Data Centers and the Cloud. Unique combination of business-leadership skills and technical expertise used to successfully implement world-class, progressive IT strategies and high-performance teams, leading turnaround efforts and strengthening financial results.

Select Leadership Contributions:

- Transformed traditional product-reseller model to a solutions and services-provider model. Established a profitable formal Professional-Services team. Increased Services revenue by 5x in first 18 months.
- Launched fully operational Cloud and AI-Business Unit in 6 months. First year revenue in this area was \$4M and a pipeline for the following year projected at \$12M.
- Managed and grew hybrid international professional services team of 134 teammates. Hired an additional team of 44 teammates in India in a 6-month timeframe in an aggressive rapid expansion plan.
- Established the Microsoft CloudCare Program for leading Microsoft Solution Partner, responsible for the turnkey migration and onboarding strategy and process for all accounts, migrating over 1M users to Microsoft 365 and Azure.
- Led Windows 7 Migration war room and closed \$8.1M in service and products around migrations and Windows 7 ecosystem.

Core Competencies

- International-Business & Technology Leadership
- Strategic Vision / Execution
- Digital Transformation
- Client Engagement
- Business Innovation
- Cloud & AI / Gen AI Platform Strategy
- P&L Management
- Business-Operations Management
- Sustainability Initiatives
- Partner and Program Development / Execution
- Service Delivery & Operations
- Pre-Sale Engagement
- Quality Management
- Intelligent Automation
- Managed Services
- Business Process / Continuous Improvement
- High-Performance Teams
- Advanced Power and Cooling



Professional Experience

CompuCom Systems Inc. • May 2025 – Present

Vice President & General Manager, Software and Subscription Solutions

- Spearhead the strategic vision and operational leadership of Compucom's Software and Subscription Solutions division, driving innovation in subscription-based models and digital workplace transformation.
- Oversee software asset management (SAM), application performance, and compliance strategies to optimize customer environments and increase cost efficiency across enterprise deployments.
- Lead cross-functional teams in evaluating and integrating platforms such as Flexera, SysTrack, to enhance software lifecycle management and visibility.
- Champion HAM-SAM alignment efforts, leveraging ServiceNow integrations and API frameworks to unify IT asset governance and improve scalability.
- Cultivate emerging technology adoption, including AI-driven platforms, to stay ahead of industry trends and inform strategic decision-making.

Myriad360 • 2022 – May 2025

Executive Vice President Chief Strategy Officer

Report to the CRO. Develop and execute quality programs around solutions and technologies adjacent to the core hardware business. Introduce new technologies and drive innovation through pre-sales and service delivery. Serve as executive sponsor and top escalation point. Manage 43 employees including VP of Cloud and AI, Director of Data Center Services, and VP of Cyber Security. Support services and a revenue base of \$25M.

- Developed and established Cloud and AI business Unit from concept to execution. First year revenue \$4M in ARR. Forecasted revenue is \$12M ARR.
- Created a SaaS strategy model pivoting from product sales to a more tailored flexible consumption-based approach. This managed-agent service generated \$6.5M in ARR which was 2.5x the previous year's revenue.
- Established purchasing and support relationship with Microsoft and Distributors.
- Built training program, content and solutions offerings for sales. Consisting of web-based training, company-wide lunch-and-learns, LinkedIn events and client round tables. This increased the services pipeline by over 100% within the first two quarters following the focused launch.
- Created and packaged a services portfolio, identifying and packaging 50 core offerings that span the products that services aligned to. Each package was documented and incorporated into the broader company offering portfolio.
- Developed Sales model from a product-business to a solutions focus. Defined client-engagement model and spearheaded new-account pursuit efforts.
- Accountable for Advanced Power and Cooling and Sustainability initiatives. Developed inventory initiative including thermal imaging and hotspot identification and analysis.
- Established a quality-management program. This initiative added to Myriad360's overall quality program, lifting the NPS Scores from mid 70's to 83.
- Increased Professional Services revenue by 5x in the first 18 months, adding Services alignment and adjacencies, a Pre and Post structure, Engineering Desk, services packaging. The introduction of offerings in Cloud and AI from concept to implementations contributed to the added services revenue growth.
- Drove solutions strategy that increased the blended gross margin from 9% to 23.5% by adding professional services and fixed priced solutions at a higher profit margin.



Insight • 2019 – 2022

Director Global Services • 2021 – 2022

Built, developed and executed global-services delivery strategy. Managed a global team of 134 services professionals covering architecture, engineering, operations, and service management with a focus on service delivery, digital transformation, technical excellence, quality of service, technology standardization and governance. Aligning with clients to evolving business/technology strategies focused on growth and expansion, while delivering cost efficiencies. This team grew annual revenue to \$10.2M.

- Created a vision for the organization to simplify, standardize and modernize its service-delivery patterns through simplified packaging. Integrated offshore team to create a hybrid staffing model. This provided a simple pricing model and a continuous-engagement model with the client to drive consumption through innovation, scale and growth.
- Supported the Sales organization by providing presales support and sharing IT best practices in client meetings and executive briefings with the company's existing and potential customers. Lead net-new strategic client pursuits from a technical leadership level.
- Partnered with finance team to develop, monitor and forecast opportunities to reduce delivery costs and improve the client experience. Built delivery dashboard and increased utilization from the mid 50's, to 85% or higher 5 consecutive quarters across North America.
- Collaborated with appropriate stakeholders/partners on the negotiation of technology contracts, SLAs, and SOWs.

National Practice Director, Professional Services • 2019 – 2021

Led a team of talented engineers and architects building the next generation of technology: Driving Digital Transformation in commercial space. Focused on Cloud, Security and infrastructure optimization. Helped customers modernize and secure on-premises, hybrid and Cloud assets.

- Onboarded and provided continuous engineering for Microsoft Cloud Solution CSP Customers.
- Developed and implemented CloudCare national engineering and support program.
- Built packaged services for easy sales positioning and consumption. Small 5 to 10-day engagements with a conversion rate of 39% to add-on engagements many 6-month or larger plus ongoing projects support and maintenance projects.

Stratiform • 2017 – 2019

Vice President • 2018 – 2019

Established a national practice. Created Services offerings to support software sales. Executive contact with Microsoft led relationship and delivered QBR's and performance presentations. Established Professional Services delivery relationship with Microsoft and established rules of engagement, reporting and quality control.

- Established leadership presence with Microsoft in the US and Canada.
- Recognized by Microsoft for outstanding solution development and execution.
- Built third-party ecosystem responsible for delivery of 55% of projects.



National Director Microsoft Practice • 2017 – 2018

Focused on delivering high quality services and innovation to clients modernizing and transforming to the new Cloud economy. Leveraged Microsoft technologies, assisted clients in optimizing technologies they currently own so they can focus on their core business. Created cloud and Microsoft content and delivered local training across the US to local sales teammates. Trained them in Solutions methodology. Created Packaged Services to accelerate and complement product resales.

- Earned 2018 Microsoft Growth Partner of the Year.
- Grew Microsoft Professional Services revenue by 155%.
- Increased average SOW from \$9,821 to \$25,194.

CompuCom Systems Inc. • 2004 – 2017

Director North America Microsoft Solutions • 2011 – 2017

Led a team of solution architects providing pre-sales, post-sales and implementation services to CompuCom clients. Assisted in the development of industry best practices and standards for deploying enterprise technologies. Managed the Microsoft Partner Program and focused on working with Microsoft to assist in solutions development and driving utilization of Microsoft technologies. The team was comprised of 24 pre and post sales engineering resources and approximately 20 partners.

- Top Microsoft reseller LAR/LSP supporting \$900M in Microsoft license revenue.

Director Strategic Alliances • 2007 - 2011

Managed partner selection, engagement strategy and services execution. Dell, NetApp and HP were top partnerships. Focused on company-wide product awareness, sales/solutions training, tradeshow and customer event support and execution. Actively engaged with top 25 clients, participated in regular business reviews. Created roadmap presentation and shaped client future state.

- Top North American Dell storage reseller Partner of the Year in 2009.

Director Storage Practice • 2004 – 2007

Spearheaded the national Storage Practice including practice development, sales methodology, presales support and service delivery. Developed client demos and hands-on workshops. Presented nationally as President of the Association of Storage Networking Professionals. Presented on Best Practices and Lessons Learned in data disasters and ways to avoid common pitfalls.



Education

- Bachelor of Art (BA) in Sociology with strong concentration in the Natural Sciences.
Minor: Physics, Queens College, New York, NY

Professional Development

- Harvard University / HarvardX Cybersecurity Risk Post Graduate studies, Cyber/Electronic Operations and Warfare, 2018 – 2019

Professional Affiliations

- Elected President of Association of Storage Networking Professionals (ASNP) 2005 - 2007
- Storage Network Industry Association (SNIA) - Appointed member on International Standards Body in the Interoperability Group, 2001-2004
- SNIA – Committee Chairperson including Storage over IP and many other forums, 2000 – 2002

Awards

- Microsoft Windows Evangelist of the year 2008 North America
- Services Leadership Award for exemplary service above and beyond resulting in significant client expansion, 2012, 2015
- Leadership Academy Graduate, fast-track management program. Managing client expectations, outcomes and escalation, 2012
- Services Excellence Award, acknowledgment of leadership, mentoring and technical expertise. Top 1% Customer Service survey results, 2010