

Adam Novikov

Telecommunications Sales Leader

Chicago · Illinois · US

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Summary

Dynamic, results-focused telecommunications sales leader with over 16 years of progressive experience driving new business, channel growth, and revenue in Tier 1 ISP, colocation, wholesale, and data transport environments. Expert hunter adept at identifying, qualifying, and converting new business opportunities, cultivating C-level relationships, and negotiating large-scale contracts. Proven track record of exceeding aggressive quotas, managing complex sales cycles, and leading sales teams to deliver significant year-over-year growth. Demonstrated ability to leverage deep technical knowledge to sell IP transit, Ethernet services, and colocation solutions to global clients in highly competitive markets.

Experience

PhotonConnect Networks

National Sales Director | 01 Aug 2018 – Present

Promoted from Senior Account Executive after consistently surpassing annual quotas by 30%+ over three consecutive years. Lead a national team of 5 account executives, driving new business acquisitions within the IP transit, Ethernet, and colocation market segments; managed \$36M annual pipeline. Developed and executed go-to-market strategy targeting Tier 1 carriers, content hosting firms, and enterprise clients, resulting in 42% year-over-year revenue growth in 2020. Oversaw major client relationships, winning contracts with five Fortune 1000 companies and several global CDNs. Collaborated closely with network engineering and product teams to customize connectivity solutions, demonstrating value through technical expertise. Trained and mentored junior sales staff, instituting a new consultative sales approach that improved close rates by 28%. Achieved President's Club status four times (2019/2020/2021/2022).

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- Achieved President's Club status four times (2019/2020/2021/2022).
- Increased new business bookings by \$18M in 2022.
- Negotiated and closed a record-breaking \$12.7M network backbone deal with a multinational financial services company.
- Decreased sales cycle length by 33% by introducing a streamlined lead identification and qualification playbook.

PhotonConnect Networks

Senior Account Executive | 01 Sep 2014 – 01 Aug 2018

Focused on direct hunting and channel development for wholesale IP transit, Ethernet, and colocation services across the Midwest and Northeastern US. Built a new business pipeline from scratch, generating \$9M+ in annualized sales within 3 years. Developed relationships with leading netcentric, SaaS, and cloud service providers, positioning PhotonConnect as a preferred connectivity partner. Successfully introduced multi-terabit services to three major internet exchanges in the region. Utilized Salesforce CRM to manage opportunity pipeline, forecast revenue, and document all client touchpoints.

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NetRise Communications

Account Manager → Senior Account Manager | 01 Apr 2009 – 01 Aug 2014

Promoted from Account Manager to Senior Account Manager in 2012 due to consistent quota overattainment (averaged 124%). Managed and grew book of business consisting of ISPs, regional carriers, and technology-driven enterprise clients. Focused on upselling IP backbone, Ethernet, and DDoS mitigation services. Conducted rigorous market research to identify and target new business prospects, utilizing a mix of cold-calling, onsite meetings, and industry events. Participated in the launch team for NetRise's new international peering program, personally securing 14 cross-border carrier contracts in 18 months.

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- Participated in the launch team for NetRise's new international peering program, personally securing 14 cross-border carrier contracts in 18 months.
- Took a six-month sabbatical in late 2014 to travel and complete a part-time professional certification before moving to PhotonConnect.

MetroWeb Solutions, LLC

Business Development Associate | 01 Jun 2006 – 01 Mar 2009

Entered industry in a client-facing sales support role, responsible for generating new SMB leads and supporting senior sales staff in contract negotiations for Ethernet and Internet connectivity solutions. Developed initial skills in prospecting, lead nurturing, and technical solution demonstration. Consistently ranked among top performers, earning "Associate of the Quarter" award in Q1 2008.

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- Developed initial skills in prospecting, lead nurturing, and technical solution demonstration.
- Consistently ranked among top performers, earning "Associate of the Quarter" award in Q1 2008.

Education & Training

Bachelor of Science, Telecommunications Management

Illinois Institute of Technology

– 01 Jun 2006

Skills

B2B Sales (Telecom & ISP), IP Transit & Ethernet Transport Sales, Data Center & Colocation Solutions, Prospecting & New Business Development, Key Account Management, Solution/Consultative Selling, Strategic Relationship Building, Complex Negotiations & Closing, Carrier & Netcentric Customer Segments, C-Level Presentation & Influence, Pipeline & Territory Management, Quota Achievement & Revenue Growth, RFP/RFI Response Management, CRM Proficiency (Salesforce, HubSpot), Microsoft Office Suite, Contract Development & Review, Lead Generation & Qualification, Onsite Client Engagements, Sales Forecasting & Reporting, Team Leadership & Training, Global Market Penetration, Cross-Functional Collaboration, Technical Product Positioning, Customer Retention & Growth Strategies, Cross-Border Sales Experience, Networking & Optical Transport Knowledge, Competitive Analysis, Multilingual, Network Architecture & Topology Fundamentals, Peering & Interconnection Principles, SDN / NFV Concepts, Contract Lifecycle Management Tools, Data Analytics

Languages

English | – Present

Fluent

Russian | – Present

Native

German | – Present

Conversational

Certifications & Credentials

Certified Sales Professional (CSP) | 2012-01-01

National Association of Sales Professionals

Cisco Certified Network Associate (CCNA) | 2015-01-01

Cisco

Certified Data Center Sales Specialist (CDCSS) | 2021-01-01

Uptime Institute

Awards

President's Club | – Present

PhotonConnect Networks

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Associate of the Quarter | 2008-03-31

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Projects

PhotonConnect National B2B Sales Pipeline Growth | – Present

Grew PhotonConnect's national B2B sales pipeline from \$4M to \$36M in four years, directly impacting 40% of total annual revenue.

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Companywide Sales Training Curriculum | – Present

Designed and led companywide sales training curriculum adopted by 20+ new hires, resulting in a 28% increase in average close rates.

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Cross-country Client Onboarding Program | – Present

Pioneered cross-country client onboarding program that reduced onboarding time by 44% for large carrier clients.

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Interests

Competitive Cycling | – Present

Travel & International Networking Events | – Present

Cloud Infrastructure Trends | – Present

References

Available upon request.