



## Gerard Baglieri

Associate

Gerard Baglieri helps organizations improve business metrics by creating a better connection with their customer's definition of value. With over 20 years of experience in sales and leadership, he coaches clients on refining their selling approach and ability to differentiate to drive increased revenues, market share and profitability.

Gerard has held several significant roles and successfully drove results for startup and Fortune 500 organizations, including Control Data Corp, Cisco Systems, Symbol Technologies, Motorola, and Avaya. After many years of utilizing ValueSelling to manage teams in Asia and North America, he joined Visualize, Inc., a leading provider of the ValueSelling Framework®.

Prior to joining Visualize, Gerard was a sales executive, leading teams in Southeast Asia for Symbol Technologies, where he delivered over 50% Year Over Year growth leveraging the ValueSelling methodology. Motorola acquired Symbol and continued to roll-out the ValueSelling program worldwide, re-training more than 10,000 partners. Most recently, Gerard was Senior Vice President of Sales & Field Operations at TorreyPoint. In two years, he grew the company's revenues nearly 3- fold. Again, using the ValueSelling Framework, TorreyPoint became Juniper's 2012 America's Partner of the Year and maintained the #1 position among national partners by sales volume for six consecutive quarters.

Gerard attended New York University and holds a bachelor's degree from Slippery Rock University of Pennsylvania.

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