

From: [Jenifer Johnson](#)
To: [Jenifer Johnson](#)
Subject: Thomas Dekle Advisory Committee Application Transportation Advisory Committee
Date: Monday, July 28, 2025 3:41:00 PM

Are you 18 years or older: Yes

Are you in active litigation against Chatham County: No

Are you employed by Chatham County: No

Name (First and Last): Thomas Dekle

Residency Type: Resident of Chatham County

Home/Business/Property/Other Address: 379 Stonecrest Way, Pittsboro, NC, 27312, USA:

Phone Number: 919-225-3681

Email Address: tdekle@hotmail.com

Which District do you reside in? District 3

Which board or committee are applying for: Transportation Advisory Committee

Do you have an immediate family member on this committee: No

Demonstrate your interest, experience, or expertise relevant to the subject matter of the committee. As a 30+ year resident of the Durham, Chapel Hill, and now Chatham (since 2020) resident coupled with my 31 year IBM career as a global executive I believe I bring the skills, energy, and desire to provide feedback and work to ensure that Chatham continues to meet its transportation needs for all residents, businesses, and visitors for a growing community

I am willing and able to regularly attend scheduled meetings, participate in committee activities, and comply with all applicable laws, policies, and codes of conduct: Yes

Gender: Man

Are you Hispanic or Latino/a/e?: No

What race or races do you identify with?: White

What is your Age Range (Optional): 55-64

Attachments: {"file_upload": [{"id":84,"url":"https://services3.arcgis.com/YgrExeJfxG5F4At7/arcgis/rest/services/survey123_6611c3ec93924379a243a4c073364330_form/FeatureServer/0/171/attachments/84","name":"Tom Dekle Resume-

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THOMAS DEKLE

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QUALIFICATIONS PROFILE

Executive Commercial Leadership | Digital Commerce Innovation | Organizational Growth

Visionary professional with a proven history of steering multi-billion-dollar global organizations through digital evolution, enterprise account transformation, and revenue growth. Recognized for orchestrating cross-functional alignment across clients, leading high-performing teams, and fostering long-term relationships to achieve corporate growth goals. Proven success in refining enterprise business models, modernizing client engagement strategies, and scaling digital commerce frameworks to yield value-over-time outcomes. Known for engaging stakeholders, establishing digital-first cultures, and delivering measurable impact on a global scale.

- *Business Development*
- *Global P&L Management*
- *Project Management*
- *Team Leadership*
- *Data-Driven Decision-Making*
- *Revenue Optimization*
- *Cognitive/AI Selling Models*
- *Digital Sales Infrastructure*
- *B2B SaaS Deployment*

PROFESSIONAL EXPERIENCE

IBM - INTERNATIONAL BUSINESS MACHINES

CSM CLIENT ADVOCATE EXECUTIVE METLIFE (2021 – PRESENT)

Oversee enterprise software deployments under Enterprise License Agreements (ELAs) while collaborating across IBM and MetLife's strategic and technical ecosystems. Cultivate cross-functional alliances with IBM ATLS, TSLs, and brand sellers to reinforce execution across the software delivery pipeline.

- Achieved 130% of annual targets by reorganizing a previously underperforming team, enhancing client relationships, and establishing a frictionless business approach, setting a company record for ELA contract attainment.
- Transformed client perception and secured the largest mainframe deal by swiftly uniting a team to resolve a critical product issue, enhancing trust and client dependency on IBM solutions over competitors.
- Refined IBM's global sales strategy by reorganizing the team, achieving \$6B in annual sales, 100% target attainment over 17 quarters, and single-digit attrition with record employee satisfaction.
- Delivered over 125% annual performance on ELAs by synchronizing deployment milestones with procurement, IT, and SAM offices across MetLife and IBM field teams.
- Trained and mentored team members to advance technical proficiencies and accelerate software architecture, demo readiness, and solution deployment velocity across IBM offerings.

CLIENT EXECUTIVE, CITIBANK (2019 – 2021)

Directed full-cycle engagement and commercial strategy between IBM and Citibank to drive account expansion. Revamped client communication and streamlined business development workflows to unlock untapped commercial potential.

- Orchestrated collaborative opportunity pipelines by engaging internal and external stakeholders to resolve high-impact customer issues.
- Devised and launched strategic Account-Based Marketing (ABM) programs, shifting business alignment to a co-developed operating model.
- Piloted transformation of joint IBM-Citibank teams by redefining execution processes and operational architecture to realize shared objectives.

VP, GLOBAL DIGITAL SALES (2015 – 2019)

Directed a multi-disciplinary organization supporting sales growth and digital commerce across a global digital sales framework. Led the integration of cognitive technologies into sales ecosystems to amplify targeting precision and deal conversion efficiency.

- Supervised four core divisions, including Marketing/Sales Acceleration, Data Science, Digital Commerce, and Lead Development, to engineer a digital-first selling infrastructure.
- Directed operations of 400+ lead development professionals, data scientists, and consulting groups to fortify IBM's Digital Commerce delivery model.
- Guided a 5K-seat global Digital Sales organization by architecting end-to-end enablement through social selling playbooks and AI-backed sales motions.

VP, GLOBAL TECHNOLOGY SERVICES - DEMAND PROGRAMS WORLDWIDE (2014 – 2015)

Steered the worldwide design and rollout of Demand Generation Programs across IBM's Services portfolio to elevate market penetration through advanced digital tactics.

- Deployed high-impact global initiatives that enhanced prospect funnel velocity through multichannel demand programs.
- Shaped full-funnel digital ecosystems by synchronizing earned, owned, and paid media within the Services organization.
- Established agency partnerships and pioneered lead acquisition models to source and engage new customer segments.
- Translated a Digital Marketing capability into a revenue-producing Digital Commerce strategy to accomplish Global Technology Services objectives.

VP, INSIDE SALES - MARKETING, ONLINE COMMERCE, AND LEAD GENERATION SALES (2007–2014)

Headed Inside Sales functions across North America and mapped out marketing, e-commerce, and lead conversion strategies to achieve sustained revenue growth.

- Surpassed \$6B in revenue by orchestrating Inside Sales channel integrations, including \$3.7B in web-based transactions.
- Propelled 17 consecutive quarters of 100%+ performance, with year-over-year acceleration of +21% through digital-first selling models.
- Generated \$1.7B in the marketing-sourced pipeline and overachieved lead-generation benchmarks at 115% of the plan through synchronized campaign execution.
- Differentiated IBM's brand positioning by spearheading disruptive digital social selling tactics and thought leadership across emerging channels.

ADDITIONAL EXPERIENCE

VP, SMALL AND MEDIUM BUSINESS, IBM.COM GLOBAL | IBM

DIRECTOR, MARKETING AND MERCHANDISING FOR IBM DIRECT | IBM

EXECUTIVE ASST. TO VP, MARKETING AND STRATEGY, PERSONAL COMPUTING DIVISION | IBM

WORLDWIDE MANAGER, OPTIONS BY IBM | IBM

SENIOR BRAND MANAGER, CONSUMER OPTIONS BY IBM | IBM

BUYER AND MERCHANDISER, HOME OFFICE & COMPUTING PRODUCTS | SILO, INC., DIVISION OF DIXON'S GROUP, PLC

EDUCATION

BACHELOR OF HUMANITIES, MULTI-MEDIA JOURNALISM; MINOR IN PUBLIC POLICY | PENN STATE HARRISBURG

AWARDS & RECOGNITION

AA-ISP LIFETIME ACHIEVEMENT AWARD FOR INSIDE SALES (2018)

IBM PATENT APPLICATION ACHIEVEMENT AWARD – FOR COGNITIVE METHOD FOR SELLERS (2018)

TOP 100 SALES COACHES YOU SHOULD KNOW – AMBITION.COM (2017)

ALUMNI ACHIEVEMENT AWARD – PENN STATE HARRISBURG (2016)

AA-ISP TOP 25 MOST INFLUENTIAL INSIDE SALES PROFESSIONALS (2011 & 2012)

MOST VALUED SPEAKER AWARD – DIRECT FOCUS US AND EUROPE (2005 & 2006)

GERSTNER CUSTOMER EXCELLENCE AWARD NOMINEE (2005)

EMPLOYEE CHARITABLE CAMPAIGN EXECUTIVE (2004 & 2006)

NATIONAL PAPERBOX ASSOCIATION EXCELLENCE AWARD (1995)

PROFESSIONAL DEVELOPMENT

ACCEL - ACCELERATE EXECUTIVE LEADERSHIP (2001 AND 2002)

HARVARD STRATEGIC LEADERSHIP FORUM FOR IBM EXECUTIVES (2001)

MARKETING MANAGEMENT LEADERSHIP INSTITUTE – INDIANA UNIVERSITY (2000)

SELECTIVE RESEARCH INSTITUTE (SRI) PERCEIVER SPECIALIST TRAINING (1992)

BOARD MEMBERSHIPS

ADVISORY BOARD MEMBER, NANOX VISION (NNOX)

ADVISORY BOARD MEMBER, PENN STATE FINANCIAL LITERACY ADVISORY BOARD

FORRESTER DIGITAL COMMERCE ADVISORY BOARD

AA-ISP ADVISORY BOARD

AA-ISP ENTERPRISE EXECUTIVE COMMITTEE

PATENT

U.S. PATENT FOR OBJECTIVE EVIDENCE-BASED WORKER SKILL PROFILING AND TRAINING ACTIVATION (FEBRUARY 9, 2021)