

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

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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](mailto: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](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

Pittsboro, NC 27312 • (919) 225-3681 • tdekle@hotmail.com • LinkedIn.com/in/thomasdekle

## 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)**