

# BRUCE CAMPBELL

## Senior Director, Solution Consulting

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## PROFESSIONAL SUMMARY

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Enterprise SaaS executive with 15+ years in solutions consulting, value engineering, and presales leadership. Proven track record scaling high-performing teams, shaping go-to-market strategy, and driving digital transformation for the largest healthcare and enterprise customers. Trusted advisor to C-suite stakeholders across pharma, biotech, medical devices, and commercial payer segments. Consistent revenue attainment across multiple years, including 134% in 2021. Adept at aligning Sales, Product, CX, and Marketing to deliver transformative outcomes and sustainable pipeline growth.

## KEY COMPETENCIES

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Go-to-Market Strategy | Value Engineering | Enterprise Architecture | Team Building & Enablement | Cross-Functional Leadership | Strategic Planning & Forecasting | Digital Transformation | Executive Advisory | Process Optimization | Scalable Operating Models | AI-Driven Innovation | Healthcare (Life Sciences, Payer, Medical Devices)

## PROFESSIONAL EXPERIENCE

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**SERVICENOW** | 1/2021 - Present

**Senior Director, Solution Consulting - National Healthcare Life Science & Payer** | 2/2025 - Present | Promoted from Director

**Director, Solution Consulting - Strategic Accounts** | 1/2021 - 2/2025

*Lead the Solution Consulting organization for ServiceNow's Healthcare vertical, covering Life Sciences and Commercial Payer - the largest and most strategic customers in ServiceNow's Enterprise business.*

- Own a \$100M+ annual NNACV revenue target across the national healthcare portfolio, managing a book of business representing approximately \$750M CACV
- Command a national team of 32 specialists (28 Solution Consultants, 4 Front-Line Managers), driving team performance, technical excellence, and top-tier talent acquisition across the healthcare vertical
- Operationalized regional go-to-market strategy and core SC processes, enabling consistent execution, pipeline growth, and revenue attainment (134% in 2021, 105% in 2023, 101% in 2024)
- Served as executive sponsor on strategic accounts, cultivating trusted advisor relationships with CIOs, CTOs, and VPs of Operations at the nation's largest healthcare organizations
- Drove quarterly and annual planning cycles, aligning SC organization performance with business objectives and individual career development goals
- Scaled the national SC organization from 16 (1 Manager, 15 SCs) to 32 (4 Managers, 28 SCs) within the first year through strategic hiring and talent acquisition

- Developed and mentored all 4 Front-Line Managers into Director-level roles, demonstrating a track record of building leadership pipelines and advancing internal talent

## **CISCO SYSTEMS** | 08/2012 - 1/2021

### **Senior Systems Engineering Manager (Director Level)** | 11/2018 - 1/2021

*Led a large, global team of Systems Engineering Managers, Systems Engineers, and Architects supporting Global Business from the largest Northeast-based enterprise accounts.*

- Led a team of 32 (2 Managers, 25 Systems Engineers, 5 Business Solutions Architects) supporting the largest Northeast-based enterprise accounts in Cisco's Global Business
- Managed a \$750M annual revenue target across hardware, software, and services, achieving 178% attainment in FY2020, 105% in FY2019, 98% in FY2018, and 101% in FY2017
- Partnered with large financial services and healthcare institutions across the NYC metro market, aligning Cisco's full portfolio to complex enterprise transformation initiatives

### **Systems Engineering Manager** | 11/2015 - 11/2018

*Front-line leader of a team of 7 Systems Engineers covering Cisco's top Enterprise accounts across NJ and Eastern PA.*

- Led a team of 7 Systems Engineers driving all sales activities for Cisco's top 20 Enterprise accounts in NJ and Eastern PA
- Guided customers through technology alignment, solving current and future business challenges with solutions spanning the full Cisco portfolio

### **Global Systems Engineer** | 08/2014 - 11/2015

*Served as Lead Global Systems Engineer for one of the Big 4 consulting firms, driving technology adoption and investment across the full Cisco portfolio.*

- Led the global wireless refresh initiative across the entire enterprise, modernizing network infrastructure at scale
- Stood up 2 new global data centers, overseeing end-to-end architecture and deployment
- Directed the refresh of the immersive video estate, upgrading collaboration capabilities across global offices
- Influenced multi-technology adoption spanning wireless, data center, and collaboration architectures

### **Consulting Systems Engineer** | 11/2012 - 08/2014

*Served as Lead Wireless Engineer for Cisco's Commercial East region, acting as Subject Matter Expert for WLAN deployments across the Northeast.*

- Engaged with 500+ customers across multiple territories in the Northeast as the lead Wireless SME for Commercial East
- Designed and deployed Cisco Wireless LAN networks for enterprise customers, serving as SME for BYOD, Guest Access, Production WLAN, Network Integration, and Cloud-based services

## **MOTOROLA SOLUTIONS** | 11/2010 - 11/2012

### **Senior Technical Architect** | 11/2010 - 11/2012

*Assigned to the top 15 retailers in the NY Metro area as a High Touch Senior Technical Architect, leading customers through technology adoption across WLAN, RFID, WIPS, Scanning, Mobile Computing, and Cloud platforms.*

- Generated \$14M+ in direct annual revenue, with indirect responsibility for an additional \$45M as part of the Northeast team
- Achieved 125%+ of plan each year, consistently exceeding revenue targets
- Led pre-sales engagement from investigation through proof of concept, pilot, and production rollout
- Designed, validated, and installed large multi-site networks and cloud-based management systems
- Built trusted advisor relationships with C-level executives at top retail organizations
- Authored detailed Scopes of Work for all technical labor across internal teams, NOC, and field technicians

## EDUCATION

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**University of Phoenix** | Phoenix, AZ

Bachelor of Science in Information Technology

Concentration: Information Management, Information Security

Degree Conferred: July 2015

## AWARDS & RECOGNITION

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- Manager of the Year, 2024
- Area of the Year, 2023 and 2024
- Enablement Champion, 2024 and 2025