JOHN COLLADO

B.A. COMMUNICATION '14

Imagine yourself at an amusement park. You've just climbed into your seat on the largest rollercoaster and fastened your harness.

The car lurches forward and slowly chugs upward to the ride's highest peak. Seconds later, it hurls down with such exhilaration that it literally raises your body out of the seat.

That's the feeling John Collado, Account Manager for Dell, says he gets when he closes a six-figure deal with a client.

"It's an adrenaline rush," says Collado. "Some deals are even larger – up to $11 million so far."

Based in Austin, Texas, Collado develops strategies to pursue mega deals with some of the world's leading companies. He directly handles accounts in the $10,000-$60,000 range and oversees field sales representatives pursuing new business wins that exceed $60,000.

Although he had a great contact at Dell (his uncle was a Vice President), Collado says he started in the most junior sales role available to college graduates. He poured himself into his work and supplemented his understanding of computer science by obtaining IT certifications from Microsoft Academy.

"I can't emphasize enough the importance of networking with friends, colleagues, alumni and family," says Collado. "Having a relative that worked for Dell helped me get my foot in the door, but I paid my dues and worked my way up. Don't forget that once you're in it's up to you to perform."

What's Collado's advice for fellow CI alums?

"Never let anyone tell you that you can't do something," he says. "After I graduated, I was offered a job with a well-known social media company for $13.50 an hour. I declined. Two months later I got offered the same job at more than double the salary, a comprehensive benefits package and room for rapid growth into six figures."

NOTE: In his free time, Collado enjoys going to dance festivals (country, salsa and electronic dance music). He's particularly fond of the Texas Two-Step.