



BIO – Joe Serra



Former President of eCycling, Joe brings nearly 25 years of technology-industry experience to his current position as EVP and General Manager for Global Convergence, Inc.

Prior to joining eCycling.com in May of 2009, Joe was executive vice president for Vology Data Systems., a leading source for buyers and sellers of used networking and telecommunications equipment.

Joe led the organization's Sales and Marketing Operations in North America. Joe served as the chief architect behind many of the company's strategic initiatives, which include market- and product-segment expansion, revenue generation, and account engagement which resulted in sales growth from \$9M to \$50M in just 3 years.

Before joining Vology in March 2006, he was vice president of Networking and High-End Storage Product Marketing for Tech Data Corporation, a leading distributor of IT products with more than 90,000 customers in over 100 countries.

Joe oversaw marketing programs and business initiatives for networking technologies ranging from infrastructure hardware and wireless to security and midrange storage solutions. He also managed the division's profit and loss statement, as well as developed and strengthened relationships with manufacturers and publishers supporting the distributor's Telephony Specialized Business Unit.

He joined Tech Data in 1987 as an inside sales representative and was promoted six months later to West Coast regional inside sales manager. In 1990 he became a technical instructor in the Customer Education Department and relocated to the West Coast to open Tech Data's new training centers in California.

Joe moved to the company's Product Marketing division in 1992, starting out as a senior product manager before being named marketing manager and director in the Networking Division and director in the Systems Division.

In 1999, Joe was promoted to vice president of Tech Data's Systems Division, and in 2002, was named vice president of the Software and Systems Product Marketing Division.

Prior to Tech Data, Joe spent seven years in the insurance industry and three years in several marketing positions at Coca-Cola.

Joe is a Certified Network Technical Engineer/Instructor (CNE/CNI), a Certified Facilitator of Zenger/Miller "Basic Principles of Leadership" and has completed several American Management Association (AMA) courses.