

BRENTON CRUZ

SOLUTIONS ENGINEERING / ENTERPRISE SaaS / PUBLIC SECTOR

Helping government agencies and infrastructure organizations solve operational challenges through enterprise software and technical solutions.

CONTACT

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CORE EXPERTISE

Solutions Engineering
Discovery & Needs Analysis
Product Demonstrations
Enterprise SaaS / PMIS
Technical Presentations
Workflow Analysis
Solution Selling
Public Sector / Government
Transportation & Infrastructure
Cross-Functional Collaboration
Client Training & Support
Salesforce CRM

TECHNOLOGIES

Salesforce CRM
Microsoft 365
Enterprise SaaS Platforms
PMIS / Construction
Management Systems
Adobe Creative Suite

EDUCATION

**Lone Star College -
University Park**
Associate of Science
In Progress
Expected Fall 2027

PROFESSIONAL SUMMARY

Solutions Engineer with 6+ years of experience across enterprise software sales, technical discovery, product demonstrations, and client-facing solution development for public-sector and infrastructure organizations. Experienced in uncovering customer workflows and business requirements, translating needs into practical software solutions, and delivering tailored demonstrations that connect product capabilities to real-world use cases. Strong background working across sales, product, and technical teams throughout the customer lifecycle.

EXPERIENCE

ATSER SYSTEMS

Mar 2023 - Present

Solutions Engineer

- Lead tailored enterprise software demonstrations for government and infrastructure agencies, aligning ATSER capabilities with customer workflows, operational needs, and project-delivery requirements.
- Conduct discovery sessions with prospects and clients to understand business processes, pain points, technical requirements, and desired outcomes.
- Translate customer requirements into practical software solutions and communicate product functionality to both technical and non-technical stakeholders.
- Partner with sales, product, and subject-matter teams throughout opportunities to develop solution strategies and position the appropriate platform capabilities.
- Support client evaluations and post-sale questions by explaining workflows, resolving system questions, and identifying opportunities for expanded platform use.

ATSER SYSTEMS

Mar 2020 - Mar 2023

Account Executive

- Managed enterprise software sales activities and customer relationships across state and local government and infrastructure organizations.
- Conducted discovery, client meetings, presentations, and software demonstrations throughout the sales cycle.
- Worked with agency stakeholders to understand business requirements and position ATSER solutions around project-delivery and construction-management workflows.
- Maintained opportunities, forecasts, customer activity, and pipeline information within Salesforce CRM.
- Collaborated with product and technical teams to support customer requirements and complex sales opportunities.

RYGHT TEK

Feb 2018 - Mar 2020

Digital Marketing / Technical Sales

- Supported sales and business development for an early-stage technology company through prospect engagement, presentations, customer onboarding, and client support.
- Participated in customer conversations and user interviews to understand needs and translate feedback into product and UX recommendations.
- Developed sales presentations, pitch materials, landing pages, and other customer-facing collateral.