



**Erick Simpson**  
**Founder & Chief Strategist**  
**ErickSimpson.com**

Creator of the MSP Mastered™ Methodology  
Author – *“The Guide to a Successful Managed Services Practice”*  
Author – *“The Best I.T. Sales & Marketing BOOK EVER!”*  
Author – *“The Best I.T. Service Delivery BOOK EVER!”*  
Author – *“The Best NOC and Service Desk Operations BOOK EVER!”*  
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## Erick Simpson

Co-Founder of one of the first "Pure Play" MSPs in the industry and creator of the MSP Mastered™ Methodology for Managed Services business performance improvement and the Vendor Channel Maturity Level Index™ that identifies IT channel program maturation for strategic growth, Erick Simpson is a strategic technology business growth and transformation specialist. He is experienced in improving top and bottom-line business performance by increasing operational efficiencies, boosting marketing and lead generation outcomes, accelerating sales velocity, shortening sales cycles and maximizing service efficiencies.

With over 30 years of experience in the IT industry as an Enterprise CIO, MSP, Strategic Coach and Consultant, Erick is a Business Process Improvement Expert with hundreds of successful IT Solution Provider, MSP and Cloud practice business improvement consulting engagement outcomes.

One of the most prolific, recognized and sought-after business improvement and transformation experts, authors and speakers in the industry, Erick has contributed to numerous industry publications and spoken at hundreds of events.

His published works include "The Guide to a Successful Managed Services Practice"; the definitive book on Managed Services, "The Best I.T. Sales & Marketing BOOK EVER!", "The Best I.T. Service Delivery BOOK EVER!" and "The Best NOC and Service Desk Operations BOOK EVER!", along with 50 Best Practice Guides.

Erick has directly worked with hundreds of IT solution provider and MSP clients to improve their business outcomes and led dozens of engagements on both the buy and sell sides of the M&A process. He also crafts channel growth strategies and partner acquisition and enablement programs for IT industry vendors and distributors. His prior experience includes overseeing the design, development and implementation of Enterprise-level Help Desks and Call Centers for Fortune 1000 organizations.

Erick holds numerous professional certifications, including multiple Microsoft technical competencies, DISC Certified Professional Behavioral and Values Analyst, IBM Sales Performance Management, Question Based Selling Methodologies and Advanced Methodologies Certified, Platinum Level Expert Author and others.

Erick has conducted nationwide Keynotes, workshops, boot camps and presentations at countless industry events such as Microsoft Worldwide Partner Conferences, CompTIA, Cisco, ChannelPro, CharTec, SMBNation, SMBSummit, ITPro Conference, ITAlliance, ICCA, MSPRevolution, Ingram Micro Seismic Partner Conference, Tech Data Channel Link, ConnectWise, Kaseya, Autotask, WatchGuard, HTG and others.

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### Certifications

- DISC Certified Professional Behavioral Analyst – CPBA
- PIAV Certified Professional Values Analyst - CPVA
- IBM Sales Performance Management
- Question Based Selling Methodologies Certified
- Question Based Selling Advanced Methodologies Certified
- Platinum Level Expert Author
- Microsoft Certified Professional - MCP
- Microsoft Small Business Specialist - SBSC
- Microsoft Dynamics C5 - Small Business Server
- Microsoft Advanced Small Business Solution Provider
- Microsoft OEM Hardware Solutions System Building
- Microsoft Midmarket Solution Provider
- Microsoft SBSC Networking Solutions
- Microsoft Dynamics Point of Sale

### Books

- *The Guide to a Successful Managed Services Practice - What Every SMB IT Service Provider Should Know...* – Author, In Press
- *The Best I.T. Sales and Marketing Book EVER!* - Author, In Press
- *The Best I.T. Service Delivery Book EVER!* – Author, In Press
- *The Best NOC and Service Desk Operations BOOK EVER!* – In Press
- Over 40 IT and IT Business Improvement Articles, White Papers and Best Practice Guides
- Numerous IT Channel Vendor and Distributor Custom Playbooks, BP Guides and other Training and Enablement Assets

### Industry Recognition:

- 100 Most Visible Channel Leaders - Jay McBain
- Managed Services Thought Leader - MSP Mentor
- 2 Time 20/20 Visionary Award Recipient – ChannelPro
- 3 Time MSPMentor 250 Award Recipient – MSP Mentor
- Managed Services Advisory Council Appointment – CompTIA
- SMB 150 Award Recipient – SMB Nation
- Industry Expert Appointment – Kaseya
- Strategic Training Partner Appointment - HTG Peer Groups
- MSP of the Year Australia Judge's Panel Appointment – Kaseya
- IT Industry Advisory Council Appointment – Expetec Technology Services



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### Speaking Experience

- Over 800 Training Sessions during 60+ MSP University and SPC International Boot Camps
- Over 100 Workshops for IT Solution Providers and MSPs
- Multiple Microsoft Worldwide Partner Conference
- Multiple Nationwide Microsoft Events
- Multiple Intel Channel Partner Conferences and Events
- Multiple Cisco Partner Events
- Multiple Ingram Micro Seismic, Cloud Summit and Partner Events
- Multiple Tech Data Channel Link Events
- Multiple CompTIA Breakaway Events
- Multiple SMB Nation Events
- Multiple ChannelPro Events
- Multiple Autotask Community Live Events
- Multiple ConnectWise IT Nation Partner Summit Events
- Multiple Chartec Partner Training Events
- Multiple HTG Peer Group Conference Events
- Multiple Microsoft TS2 Partner Events
- Multiple Watchguard Partner Events
- Multiple Expetec National Conference Events
- Multiple CMIT National Conference Events
- Multiple ICCA Annual Conference Events
- Multiple SMBSummit Annual Conference Events
- Multiple SBSMigration Annual Conference Events
- Hundreds of Webinars for Channel Partners, Manufacturers, Vendors and Distributors

### Webinars

- **Microsoft TS2 Webcast Series**
  - The Recipe to build a Successful Managed Services Practice from Scratch
  - Monitoring Tools, Helpdesk SLA's and Escalation Processes, and Vendor Management
  - Managed Services Pricing Models and Sales and Marketing Strategies
  - Closing the Deal - How to Make Signing Your Managed Services Agreements Irresistible to your Clients
  - Creating a Successful Managed Services Business Plan
  - Pricing and Positioning Managed Services
  - Creating your Managed Services Agreement
  - Increase your Solution Sales as a Trusted Advisor
  - Effective Managed Services Marketing Techniques
  - Monitoring Tools, Helpdesk SLA's and Escalation Processes
- **Microsoft WES25PAL, WES44PAL, 5W/50 and 5W/25 Webcast Series**
  - Introduction to Managed Services
  - Maximizing Service Delivery Profits During Economic Downturns
  - Consulting Best Practices
  - 8 Areas Critical to Maximizing Managed Services Practice Success



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- **Cisco Channel Partner Managed Services Webinar Series**
  - Introduction to Managed Services
  - Closing the Deal – How to Sell Managed Services
  - Pricing Managed Services deliverables for maximum profit
  - How to create your Managed Services Agreement and SLA
  - Best Practices for NOC/Help Desk and Monitoring, Alerting and Remediation
  - How to create a successful Managed Services Marketing Plan
  - Leveraging Managed Services to sell solutions as the Trusted Advisor
  
- **Intel Channel Partner Managed Services Webinar Series**
  - How to succeed with Managed Services
  - Choosing your Managed Services pricing model
  - Creating a win-win Managed Services Agreement
  - Managed Services Problem Management and Resolution
  - Marketing for new Managed Services Business
  - Transitioning to a Trusted Advisor from a reactive Service Provider
  
- **Ingram Micro Seismic Blueprint for Success Webinar Series**
  - How to Create an Effective Managed Service Marketing Plan
  - Marketing Managed Services
  - Creating Effective Appointment Setting Scripts
  - Successful Appointment Setting and Telemarketing Techniques
  - Creating your Infrastructure and Managed Services Proposal
  - Creating your Managed Services Agreement
  - Selling Managed Services in 3 Appointments or Less
  - Increasing Revenue as a Trusted Advisor
  
- **Ingram Micro Cloud Mastery Webinar Series**
  - The Business Case for Cloud Computing Services
  - Pricing and Positioning Cloud Computing Services
  - Marketing Cloud Computing Services

**If you are interested in booking a speaking, webinar, workshop or training engagement with Erick Simpson, he can be reached at:**

**ErickSimpson.com**

[www.ericksimpson.com](http://www.ericksimpson.com)

[www.ericksimpson.com/schedule-a-call](http://www.ericksimpson.com/schedule-a-call)

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