

Executive Bio



Rick Bailer **Senior Vice President of Sales**

Rick Bailer joined Sirius in 2004 as Vice President of IBM System z (mainframe) Sales for the East and Central regions, when the company acquired Denver Solutions Group (DSG). In 2005 he assumed sales and profit responsibility for that entire business unit, and was a key player in its integration into Sirius. He met this challenge with a strong ability to lead and communicate with account executives, system engineers, the Operations team, and most importantly clients.

In 2007, Mr. Bailer assumed joint responsibility for the combined East Region, and also retained nationwide Brand responsibility for System z, Printers and Federal. In 2008 and 2009, Mr. Bailer focused on his Brand responsibilities for System z including hardware, software and services. In 2010, he also assumed responsibility for Distributed Software and Services.

Mr. Bailer had joined DSG in November 2000 as Vice President of Sales, responsible for the Central and Eastern divisions. While at DSG, Mr. Bailer was a member of IBM's zSeries Advisory Council and worked closely with IBM to create the Opportunity Development Program, which is the basis for the Certification programs that now exist for all major IBM brands.

Mr. Bailer began his business career at IBM, where he worked for 19 year in sales, staff and management positions in the field sales organization, and at IBM Global Financing (IBM Credit Corporation) headquarters.

Mr. Bailer graduated in 1977 from the University of Rochester with a Bachelor of Science degree in Economics, and received an MBA from the University of Rochester in 1978.