
VP / DIRECTOR – MARKETING / BUSINESS DEVELOPMENT / CHANNEL SALES

Global Growth Strategies / Channel Development / Marketing Campaigns / Go-to-Market Strategy / Startups / Turnarounds / Change Management / Sales Operations / CRM / Demand Generation / Strategic Alliances / BI / Budgets / Product Launch / Marcom / e-Marketing / Best Practices / Branding / Account Management / Web / Client & Vendor Relations / Competitive Analysis / Planning / Events / New Media / MDF / Team Building / Training

An award-winning and sought-after sales and marketing executive with an exceptional history driving growth for firms in the high-tech sector. Pioneered innovative channel marketing and sales enablement strategies that generated record-setting results for industry giants such as *Intel*, *Cisco*, *Samsung* and *HP* and fast-growing firms/startups such as *Xangati*, *ACG Research*, *Fortinet* and *Google's Postini* division. Can make a strong impact by:

- ☐ **Devising & executing aggressive growth strategies**
- ☐ **Identifying & seizing untapped niches & emerging sectors**
- ☐ **Building & managing potent channel sales & distribution networks**
- ☐ **Driving successful go-to-market strategies for new products & services**
- ☐ **Recruiting, mentoring & motivating top performing multidisciplinary teams**

A natural leader, visionary strategist, synergistic collaborator, persuasive communicator and effective negotiator. In addition to an AS degree in Computer Science and BS *equivalent*, studied **Global Marketing Management** at *University of Pennsylvania's Wharton School* and **Leadership Development** at *Michigan State University*.

SELECTED ACCOMPLISHMENTS

Generated 4x ROI on a partner program. Intel needed to boost new sales to existing accounts. Developed a new story to promote the firm's OEM SDI/Cloud data center solutions. Signed 700+ partners, 60 with MDF plans. Executed 40 campaigns, posting tens of millions in revenue/new business pipeline. Delivered a 400% return on the MDF investment.

Captured \$55M in new business. Samsung Knox needed to drive grow global MDM solution sales. Forged partnerships with numerous ISVs. Led outreach to potential partners in 50 countries. Inked deals with 164 partners. Created powerful PRM tools to fuel sales. Generated 11 million new licenses, including the firm's largest ever deal with the FBI.

Turned around a struggling startup. MokaFive was burning through VC funding. Led transformation from a direct to indirect sales model. Created new web marcom assets. Implemented a PRM platform. Enlisted 250 partners and booked 290+ deals around the world, going from <\$100K in sales to a \$200M pipeline in only eight months.

Innovated award-winning program worth hundreds of millions. Cisco failed to fully exploit update/renewal sales. Developed a program to capture business from clients without coverage on IOS updates. Generated three straight years of steep growth with \$683M in total sales at 75% GPM. Won several ITSMA awards for the effectiveness of the program.

Propelled \$1.1B in growth in three years. HP wanted to grow sales in the SMB market. Developed a comprehensive suite sales enablement tools tailored to healthcare, insurance, legal and finance sectors as well as tech/Internet startups. Built an outsourced sales/marketing team. Generated 25% YoY growth, going from \$1.4B to \$2.5B in sales in 36 months.

CAREER HISTORY

Data Center Modernization Manager, Intel, 2015-2018. Recruited to direct go-to-market, MDF and sales strategy for a software-defined infrastructure (SDI) hybrid Cloud solution. Successfully recruited hundreds of new accounts.

Sr. Manager, Partner & Channel Development, Samsung, 2013-2015. Recruited direct a B2B channel development and growth initiative for the Knox mobile solutions and security division. Inked deals with 164 global alliance partners.

Director of Channel Sales & Marketing, MokaFive, 2012-2013. Recruited to direct channel partner recruitment and reseller strategy, MSP programs and tradeshow presentations. Generated a \$200M+ new business pipeline.

Principal Analyst, Cloud & Managed Services, ACG Research, 2010-2012. Directed B2B marketing strategy and alliance partner go-to-market campaigns for XaaS solutions. Managed lead and demand generation programs.

Earlier: Director of Channel Sales & Marketing, Fortinet; Sr. Manager, Telco Loyalty Programs, Cisco Systems; Director of Channel Sales & Marketing, Postini (now part of Google); Director SMB Global Marketing & Sales, Avaya; Founder/Partner, Horizon3; and Director SMB Internet Business Development, Hewlett-Packard.