

BLAKE M. WETZEL

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COO / CRO - VP STRATEGY & BUSINESS DEVELOPMENT

**Growth Strategies / Channels & Alliances / Sales Operations / Marketing / Strategic Planning
International / IT & IS / Operational Efficiency / Cloud Computing / Managed Services
Turnarounds / Transformations / ROI / Negotiations / Change Management**

Award-winning operations and business development executive who has consistently exceeded revenue goals, improved performance and cultivated profitable partner and client relationships for industry leaders Qwest, CenturyLink and Rackspace, among others. Leveraging technology, communications, finance and analytical skills, led turnarounds and transformations, growing organizations to Best-in-Class. Industry recognized visionary with extensive leadership experience in Cloud, SaaS, PaaS and Telecommunications.

Blended strong business development and market-wise instincts to identify, capture and build strategic partners and channel communities representing not just more business but also optimal ROI. Can contribute immediately by:

- **Defining and implementing winning strategies to drive growth and profitability**
- **Transforming underperforming operations into stable and growing profit centers**
- **Forming, maintaining and maximizing global strategic alliances and partnerships**
- **Aligning organizations to produce exponential scale while maximizing potential**
- **Building and leading cross-functional teams that exceed expectations**

Innovative leader, strong decision-maker and motivator known for turning ideas into action. Hard-working, dedicated people person adept at achieving buy-in from disparate groups, creating common vision and consensus.

BS – Economics, University of Maryland at College Park, MD

HISTORY AND HIGHLIGHTS

Managing Partner - Consulting

2017 to Present

Advising Private Equity, Investment Firms, Debt Firms and Corporate clients around trends in Cloud Computing, Cloud Managed Services, Telecommunications, Unified Communications, Software as a Service, Data Center and most area of Information Technology.

Founded management consulting firm providing specific company and overall marketing and operational strategies. Conducted more than 30 client engagements focusing on supplier differentiation, market growth rates, customer buying decision criteria and overall industry trend opinions.

- Collaborated in locating IT key staff resources to fill positions for largest UCaaS, VoIP, Telecommunication and Cloud providers in the US.
- Transformed sales operations at WIN-WIN TECHNOLOGIES by implementing consultative selling systems and transitioning firm from network sales to Cloud and Cloud Managed Services selling techniques.
- Coached High School STEM students in Business Development, Resource Allocation, Project Management, Presentation Development and Skills, Strategy and Organizational Design, and general leadership skills.

Vice President - Alliances and Channels

Rackspace

2016 to 2017

Rackspace offers comprehensive portfolio of managed services across applications, data, security and infrastructure on the world's leading public and private cloud platforms.

Recruited to accelerate partner and alliance strategy at \$2B cloud managed services provider driving team focus on business development, including structured solutioning process crucial to indirect channel growth. Responsible for \$200M P&L and team of 50+.

- Restructured approach for securing ideal partners and building channel communities, including identifying target partners, developing strong program infrastructure, partner needs analysis, and other core operational components.
- Spearheaded an effort across all of the large technology platforms to identify new market opportunities, leading to a strategic alliance with DellEMC to expand OpenStack technology sales, producing nearly \$200K new sales opportunities in only the second month of the campaign.

Vice President - Channels and Alliances

CenturyLink

2009 - 2016

Linking businesses of all sizes - large enterprises, small- to medium-size businesses and government entities through our data, Internet, voice, managed hosting and cloud solutions.

Led drive for international partner program success, implementing market-centric strategies pivotal to indirect channel sales to business customer customers across a broad portfolio from broadband to cloud.

- Orchestrated broad transformation affecting team hiring and motivation, partner engagement, joint solutioning, organizational efficiency, and strategic relationships.
- Developed a joint strategy to provide Hewlett Packard Enterprise sales teams with an alternative solution of CenturyLink Cloud Platform built on HPE equipment with CenturyLink Managed Services. Within three years the solution was producing \$150M+ in annual revenue.
- Transformed and turned around stagnant Alliance organization, growing revenue at 25% per year in a declining market. Landed \$150M in business with IBM and developed strategic partnerships with HPE, Cisco, PwC, IBM and Capgemini.
- Increased productivity in the channel organization by 5-15% annually over a 6-year time-frame, growing revenue by \$600M or 8% per year.
- Reduced customer and product churn in partner managed accounts, saving more \$15M per year.

Qwest Communications

1999 to 2009

CenturyLink acquired Qwest in April, 2010, enabling greater scale, scope and expertise and providing significantly enhanced benefits for shareholders and customers.

Senior Director - Head of Business Operations, 2007 to 2009. Managed credit, customer care, customer ordering, customer implementation, billing, collections, and sales support.

- Drove customer satisfaction scores to reach all-time highs and improved customer retention. Improved Days Billable Outstanding to industry best-in-class and customer implementations timelines by 30%, winning JD Power award in Enterprise MPLS, our core solution.

Earlier with Qwest: Division CFO - Business Markets, 2005 to 2007; Division CFO - Product Management and Pricing, 2005 to 2005; Senior Director - Corporate FP&A, 2003 to 2005; Director - FP&A Network, 1999 to 2002.

ADDITIONAL INFORMATION

Served as member of the Hewlett Packard Enterprises Partner One Advisory Council and the RedHat Partner Advisory Council.

Numerous professional awards including:

- Channel Partner Magazine - Executive of the Year in Telecommunications (several awards).
- CRN Magazine - Top 50 Most Influential Leaders in Information Technology.
- Elected by CRN Magazine at one of the Top 25 Mavericks in IT - leading transformational changes in the IT Channel Industry.
- Named by CRN Magazine as one of the Top 100 IT Executives, along with Meg Whitman and Michael Dell.

Mentor / STEM Coach - Regis Jesuit High School, Current.

Partnership Strategy, Operations, Sales Growth, & Finance Leadership

Market Identification & Entry Strategy
Sales & Revenue Incentives
Financial Planning & Benchmarking
Business Case Development & Buy-In
Sales Force Analytics & Performance
Change Management
Accountability & Motivation Strategies
Consultative Relationship Building
Productivity Improvements
Partner Support Improvements