

BLAKE M. WETZEL

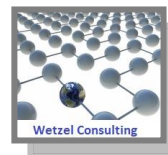
“Creating Exponential Growth through Profitable Market Opportunities & Operational Excellence”



Mr. Blake Wetzel is a focused leader, recognized numerous times during his 20+ year career for delivering superior results. His history of success spans business development, global growth strategies, negotiations, sales, strategic alliances, account and product management, operations design & management, finance, and vendor management. He is well-known for his skill in managing significant turnaround projects with 100% success rate, producing million-dollar+ revenue increases. He has managed multi-million-dollar budgets with full P&L responsibility and championed many visionary strategic plans and innovative marketing ideas.

He is a gifted and articulate communicator, capable of building lasting relationships with senior management of clients, partners and vendors. Well versed in presentations, he is accustomed to addressing clients, vendors, partners, shareholders and corporate board of directors.

After his previous company was purchased and taken private, Mr. Wetzel founded commenced providing broad management consulting services in early 2017. He leveraged his extensive network and quickly acquired Private Equity, Investment Firms, and Corporate clients, consulting on trends in Cloud Computing, Cloud Managed Services, Telecommunications, Unified Communications, Software as a Service, Data Center and most area of Information Technology. In addition, he consulted with client firms to develop and implement go-to-market and operational strategies and to improve business processes. Using his broad network of contacts, he assisted some of the largest UCaaS, VoIP, Telecommunication and Cloud providers in the US to help identify and place the right IT personnel.



Earlier, Mr. Wetzel was employed by Rackspace, a \$1.7B managed cloud computing company. In May of 2017, he left Rackspace after the company was purchased and taken private by Apollo Global Management. Rackspace offers a comprehensive portfolio of managed services across applications, data, security and infrastructure on the world's leading public and private cloud platforms. Serving as Vice President for Alliances and Channels, Mr. Wetzel managed \$200M+ budgets with a large staff of multi-functional professionals.



Rackspace initially recruited Mr. Wetzel to accelerate partner and alliance strategy with a close focus on enhancing business development and acquisition of Enterprise customers, including a structured

solutioning process to drive indirect channel growth. He strengthened the firm's approach to securing ideal partners and building channel communities, including target partner identification, strong program infrastructure, partner needs analyses, and other core components. One of his most significant successes came when he established a partnership with DellEMC.

Rackspace is an industry leader in OpenStack technology, having been one of the original developers of the technology with NASA. However, the firm was not attracting customers to apply the technology. As the senior leader for alliances, he led an effort across all of the large technology platforms and determined that DellEMC, one of the world's leaders in cloud hardware, did not offer a solution for OpenStack on their platform. After a few months under Mr. Wetzel's leadership with business outcomes identified, new marketing and sales process defined, Rackspace and DellEMC went to market jointly with joint sales opportunities from the DellEMC customer base, creating as much as \$200K in new monthly opportunities in only the second month of the campaign.

Prior to joining Rackspace, Mr. Wetzel was the Vice President for Channels and Alliances at CenturyLink, a large firm that links businesses of all sizes - large enterprises, small- to medium-size businesses and government entities - through data, Internet, voice, managed hosting and cloud solutions.



During his tenure with CenturyLink, Mr. Wetzel held major executive responsibility and made many highly significant contributions. He earned repeated promotions driving international partner program success and revitalizing Channel organization with market-centric strategies pivotal to indirect channel sales to business customer customers across a broad portfolio from broadband to cloud. As a transformational leader, he led broad change programs enhancing the effectiveness of team hiring and motivation, partner engagement, joint solutioning, organizational efficiency, and strategic relationships.

His skills in developing highly effective strategic alliances is well-proven. He transformed and turned around a stagnant Alliance organization at CenturyLink, growing revenue at 25% per year in a declining market. His leadership produced dramatic results – he and his Alliance Team landed \$150M in business with IBM and developed strategic partnerships with HPE, Cisco, PwC, IBM and Capgemini that produced hundreds of millions in added revenues for CenturyLink.

Blake has been Channel Chief and led one of the largest and most successful Channel organizations in the network, cloud & data center technology markets. He has developed & hired one of the most talent-rich channel teams, many of which members have gone on to incredible industry success. The executive leadership of the Channel Partners which Blake and his teams supported trusted and leaned heavily on the strategic direction of Blake's leadership.

His initiatives increased consistent overall productivity increases within the Channel organization ranging from 5% to 15% per year over a six-year time frame. Customer and product churn was also reduced, saving more than \$15M per year in expenses.

Mr. Wetzel was with Qwest Communications when it was acquired by CenturyLink in April, 2010. The acquisition gave CenturyLink with greater scale, scope and expertise in providing significantly enhanced benefits for shareholders and customers.



Before making the transition over to the new parent company, which came with a promotion, Mr. Wetzel was the Senior Director & Head of Business Operations for Qwest from 2007 to 2009. In this key executive role, he managed credit, customer care, customer ordering, customer implementation, billing, collections, and sales support, driving customer satisfaction scores to reach all time highs and improving customer retention. His innovative process restructuring improved Days Billable Outstanding to industry Best-in-Class and customer implementations timelines by 30%, winning the prestigious JD Power award in Enterprise MPLS, Qwest's core solution.

From 2005 to 2007, he was the Division CFO for Business Markets at Qwest. He directed all financial operations and decision support for a \$4B B2B business operations with revenues exceeding \$4B. He was directly responsible for profitability analysis, financial planning and analysis, business case development, compensation plan design and accountability models. He also served as the Chief of Staff for the Business Market organization. As Division CFO, he changed the accountability model, realigning markets and sales resources and building a new compensation structure, producing a 15% increase and a \$10M increase in year one sales.

Before being promoted into the Business Market leadership, he was the Division CFO for Product Management and Pricing, where he managed financial support processes, financial planning and analysis [FP&A], business case support and business planning. Earlier, he was the Senior Director of Corporate FP&A, responsible for driving better decision making, external financial reporting, business operations review process, and all financial oversight. In this key role, he led the development of an industry-leading profitability platform that helped drive better decision making and extract the company from potential bankruptcy. Earlier, he was the Director for the FP&A Network, responsible for all financial operations and support for the network organization. He directly led the audit function of third-party invoicing for leased services, led cost cutting efforts and provided financial support for divestiture of assets.

Mr. Wetzel is highly recognized within his industry as a thought-leader and an innovative technology business executive. He served as a Member of the Hewlett Packard Enterprise Partner One Advisory Council and the Ciena Advisory Council and was a Member of the Red Hat Partner Advisory Council for Global Software Vendors. He was recognized numerous times in the trade publication Channel Partner Magazine for his awards received from the Channel Community, including two-time Executive of the Year. He was also recognized in the CRN trade magazine as the "Top Maverick in IT" for 2011, for his leadership in driving transformational changes in the IT Channel Industry. CRN named him one of the Top 100 Executives in IT, along with Meg Whitman and Michael Dell.

He is also very active in his community. He serves as a Mentor/Coach for high school students who are interested in STEM and Robotics at Regis Jesuit High School in nearby Aurora, Colorado. He helps the students to better understand the non-technical aspects that are required to be successful in the technology field. Through the Boys Hope and Girls Hope organizations, he coaches under-privileged high school students to prepare for college scholarship interviews.

Mr. Wetzel makes his home with his family in Parker, Colorado, in the Greater Denver Metro Area.