

Client

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Disrupting the market and battling entrenched incumbents.

Senior Global Technology/IT Management Executive
Sales, Marketing & Business Development
Go-To-Market Strategy | Channel Programs | Strategic Accounts | Relationship Management

Delivered exponential growth managing budgets up to \$100M+. Twice built organizations to grow revenue from \$10M's to more than \$1B in 3 years. At the least, doubled revenue YOY for each of 3 global industry leaders.

Created, reshaped and/or customized all GTM strategy for different global industries, mastering the complex launch of diverse products and services (direct and channel selling models) across 30+ countries in the Americas, EMEA and China.

"Known as a "GTM architect and contractor", I design AND execute on the plan, making business ventures rock at any stage of development and helping them scale fast to explode with growth. A collaborative team builder and mentor, my goal is to help my teams reach their potential. I set a clear researched direction, listen closely and consider all opinions, then inspire and lead without micro-managing."

Software Expertise – 10+ years' experience cultivating global corporate partnerships and creating joint selling models with major software companies; became domain knowledge expert in SaaS, UCaaS and VCaaS GTM models in 2 years at Global Company #1.

Company spokesperson to press and analysts, and at key industry events. PR and social media-trained. Participant in industry-related Twitter chat. Contributor to the [Global Company #1 blog](#).

Professional Experience: Global Technology/IT Management and Go-To-Market Strategy Experience

[GLOBAL COMPANY #1](#), location

2011 to Present

Global Head of Go-To-Market & Business Development (2016-present)

Lead business development, technical marketing (pre- and post-sales support) and channel programs.

General Manager, Collaboration Group (2014-2015)

Led P&L and all business functions for Collaboration Business Group with 18 reports and 80+ supporting engineers. Disrupted the traditional video conferencing industry by displacing entrenched incumbents and speeding sales and marketing of products to the masses.

Drove YOY growth to 100%+ in one year – highest growth rate for a major Business Group. Grew net revenue 100%+ and direct contributions from -\$1M to \$20M+, beating target by 60%+.

- Created and launched highly successful Company Collaboration Program closing enterprise sales with top-end SaaS companies. *"The project focuses on an exceptional user experience by enhancing business communications with end-to-end solutions that simply work."* – [Link to article](#)
- Created an aggressive non-traditional marketing campaign that instantly delivered 65% greater efficiency in all spending metrics and skyrocketed lead generation to 600%+ per campaign. Launched a video collaboration device that became a top 5 seller within 6 months.

GLOBAL COMPANY #1, continued

Executive Director, Americas - Unified Communications & Collaboration Solutions (2013-2014)

Started up the new high-touch sales UC&C organization, led business development with key ecosystem partners and drove enterprise sales. Led Salesforce.com CRM implementation and created internal processes, pipeline management guidelines, commission structures and global processes to support Fortune 500 / Global 2000 corporate sales, sales operations, business development, eco-system alliances and strategic account partnerships.

Immediately accelerated UC&C product line leading to 60%+ YOY revenue growth in 4 quarters. Improved cash-to-conversion metrics by 50% (8 to 4 month deal average).

- Pipeline metrics became a Key Performance Indicator (KPI) used at Board of Directors level. Pipeline went from \$655K of known opportunity to ~\$25M in validated pipeline in 4 quarters.
- Developed sales and marketing campaign for the company’s new disruptive video conferencing product . . . *in an unproven market, at a higher than usual price point.* Completed 150+ NDA briefings with corporate end users prior to launch. 80 customers signed up for early access to beta program and purchase units. Ultimately, demand outstripped supply in first 4 months.

Director WW Strategic Accounts – Americas & EMEA (2011-2013)

Turned around consistently declining global PC OEM sales organization with \$100M+ P&L, reviving low-morale sales team of 27 with 4 senior managers (EMEA, Americas, AP, China) and additional support team of 50+. Re-architected the organization from a transactional vendor-supplier relationship to proactive Strategic Account and Partnership Group.

Stopped YOY declines in the OEM business and rescued \$40M+ in expected lost revenue. Exceeded profitability targets 4 consecutive quarters, despite the PC market decline.

- Added EMEA region and gained first consecutive quarters of revenue growth in 8 quarters. Maintained \$100M+ profitable revenue for organization for the next 4 years. Group scored among the highest in the company in an employee engagement survey.
- Developed strategic partnership with a leading global technology conglomerate’s collaboration organization to drive end-user video and UC adoption, creating company branded products with their sub-brands.

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**GLOBAL COMPANY #2**, location

2008 to 2011

**Managing Director - Americas & Europe - Sales & Applications Engineering (2010-2011)**

Company acquired in December 2009 by a leading manufacturer of ePaper solutions and pioneer in TFT manufacturing, with an employee base of 6,000+.

***Grew revenue from \$400M to \$600M+, retained most players and signed up larger, more reputable distributors.***

- Led integration and dramatically reshaped the sales organization and Go-To-Market strategy by integrating 3 dysfunctional teams with disparate cultures, accounting for more than 50% of company sales revenue.
- Turned around negative reaction of 3 top global customers that had aggressively pursued second source suppliers after acquisition of company. All customers dropped alternative suppliers within the year. By 2011, forecasted revenue grew from \$600M to \$1B+.

**GLOBAL COMPANY #2**, continued**Sales Director – Western North America, Latin America and Global Strategic Accounts (2008-2010)**

Recruited to grow the eBook and ePaper eco-system market – brand new technology competing with traditional LCD displays.

***Achieved explosive growth – more than five-fold in 18 months (from \$27M to \$160M+).  
Rolled out a new sales process, streamlined and auditable pipeline tracking system,  
customized Salesforce.com implementation and filtering system.***

- Within 3 months, launched initiatives across all product areas to secure sole supplier status and strengthen relationship with Amazon, the company's largest customer at 70%+ of revenue. Also expanded customer base to build revenue and decrease reliance on Amazon.
- Grew revenue 200%+ above quota within first year and 300%+ YOY – pushing Amazon down to 50% of revenue – leading company to become an acquisition target and ultimately selling in 2009.

**GLOBAL COMPANY #3**, location

2000 to 2008

**Senior Manager, World Wide Retail Market Development & Consumer Funding (2006-2008)**

Led consumer marketing funding strategy to drive maximum retail footprint growth, market share, profitability and efficiency objectives with \$100M+ annual budget. Led strategy for OEM Systems, CPU products and Graphics products.

***Increased 20% market share against incumbent boasting \$1B+ marketing budgets.***

- Executed the desktop processor consumer marketing plan for market share exceeding 50%. Consumer mobile market share exceeded 30%. Mobile processor launch drove 4X revenue increase in 1 quarter.
- To acquire two global computer technology giants – to topple incumbent's monopolistic lead – broke into one's consumer desktop line and made configurations based on our processor models. The other technology company developed a unique mobile platform to support our processors.

**Global Account Manager – Key Account (2004-2006)**

Led worldwide sales, marketing and operations teams directing 70% of key account Consumer Product Groups' \$1B annual revenue. After key account merged with the #1 company in the PC market, company faced a pivotal battle against the #1 company in the Processor market for market share at key account. With 20% of business locked in with our company and incumbent, about 60% quarterly was open for negotiation.

Consistently grew revenue in each product segment and region to quarterly \$270M+ quota. Achieved worldwide market share with key account Consumer Desktop products 60%+ and Mobile products 50%+.

**OEM Business Development, Field Sales Engineer and Technical Sales Engineer (2000-2004)**

Pulled 3 months early from initial one-year intensive sales training and rotation program and placed on the key strategic account team, typically requiring 5+ years' experience. Then led Consumer Go-To-Market activities for North America and Latin America, growing market share in both regions to 50%+.

**Education**

**MBA, General Management**, Columbia University, Columbia Business School  
**MBA, General Management**, University of California, Berkeley, Haas School of Business  
**Bachelor of Science, Computer Science Engineering**, University of California, Davis