

Name

Street Address * City * Zip Code
Home Phone * Work Phone * Cell Phone
Email address

PROFESSIONAL SUMMARY

Sixteen years of sales and sales management experience in the computer industry. Expertise is in managing complex relationships with strategic partners and producing winning sales strategies. Proven ability to build highly efficient, results-oriented sales teams. Recognized in the industry as a leader in channel management and strategy development.

Experience includes design work in developing sales models, compensation plans, pricing strategies, contracts, marketing and training programs, and management development programs.

EXPERIENCE

5-01 to Present	ABC Company	San Francisco, CA
	VP of Partner Alliances	
	<ul style="list-style-type: none">➤ Took over an informal partner program and designed then deployed a formal Channel Sales Program.➤ Established Channel Partner guidelines and processes.➤ First year's Partner revenues were 5.5M; a 300% increase of the previous year.	
6-89 to 5-01	XYZ Corporation	San Francisco, CA
2-99 to 5-01	Vice-President, Channel Sales	
	<ul style="list-style-type: none">➤ Executive sales position responsible for a 100-person channel sales organization of a \$6B leader in the computer networking industry.➤ Annual revenue plan exceeded \$1.5B and Quarterly expense budget of \$4M.➤ Responsible for leading the channel activities, strategy, budget, relationships, and resources dedicated to System Integrators, Telco Integrators, Corporate Resellers, Distributors, ISP Resellers, Direct Marketers, and Retail Partners.	
9-96 to 2-99	Director, N. American Distribution Sales	
	<ul style="list-style-type: none">➤ Developed and managed a team of managers responsible for over \$1B in revenue generated by 4 North American distributors, 3 national distributors, and 5 regional distributors.➤ Developed a coordinated sales strategy with the Retail, Corporate Reseller, and Integrator Channel Directors.➤ Determined the winning combination of pricing, marketing programs, and soft-dollar incentives to achieve mutual goals with our partners.	
12-92 to 9-96	Western Regional Channel Sales Manager	
	<ul style="list-style-type: none">➤ Managing a diverse sales team responsible for distributors, integrators, and retail accounts➤ Developing a channel strategy to guide our marketing investments and executive engagement➤ Consistently delivered on the revenue plan for the region	
6-89 to 12-92	National Account Manager	
	<ul style="list-style-type: none">➤ Negotiated a contract with MNO Company, launched the relationship, and managed the Marketing budget, Sales plan, Training plan, and Revenue objectives set for Ingram Micro. MNO Company became our largest customer within 3 months. Grew the account to produce \$16M in revenue in the first year.➤ Managed the JKL Inc. relationship including the Marketing budget, Sales plan, Training plan, and Revenue objectives.	

EDUCATION

1996 Wharton School of Business; Executive Development Course Los Angeles, CA

1980

Bachelor of Science,
Business Administration, Finance. San Jose State University.

San Jose, CA