
Partner Marketing

Business Development | Team Leadership | Brand Strategies |

Summary Statement

- Attracted audiences of 500+ per lead generation webinar, 1000+ online community partner members, accreditation workshop registrant levels (15+), and highest hits per partner article at Saba
- Positioned partners to be well informed by developing a regular cadence of partner communications/newsletters on new training, product releases, customer success stories and relevant company information at EIS Group.
- Strategized, led and executed B2B marketing programs for Global/National Leadership and (200+) Industry Partners/Practitioners resulting in leads of over \$10M at PwC
- Owned the development and execution of the Tax Transfer Pricing Masters Series of events (100+ client attendees) and Transfer Pricing Webcast Series (1000+ client attendees) at PwC
- Project managed the development and publication of PwC practice publications, including 2007 International Law Firm Strategic Survey, 2009 Transfer Pricing Perspectives Journal, 2007 Law Firm Financial and Accounting Management

Professional Experience

Google, San Francisco, CA, 07/2015 – 08/2018

Director, Partner/Marketing Programs

Achieved development initiatives in core areas (partner enablement, marketing and marketing operations) to enable successful System Integrator (SI – PwC, Cognizant) and Technology (AWS, MS Azure, VMware) partner relationships. Stretched the \$150K budget using plans designed for execution within the partner strategy. Grew partnership knowledge by driving partner programs and competency requirement processes.

- Served as a “point of resolution”, managing the creation of a self-service infrastructure “Partner Resource Center”
- Initiated the development of Partner Business Practices – Legal Agreements and Templates, Sales Enablement, Technical and Product Support, Learning and Certification processes and tools
- Managed MDF processes, developed joint messaging and supported the content development of joint white papers, datasheets, case studies, solution briefs, partner website content (internal & external), battle-cards, partner newsletters, deployment guides as well as joint marketing/lead generation campaigns
- Steered development of Corporate Marketing Fiscal Year Plan and Budget processes, and reconciled marketing spend
- Improved new product launches by collaborating closely with SMEs to operationalize, create data-sheets, validate pricing in collaboration with third party business intelligence and analytics vendors (OEMs) and in alignment with legal compliance
- Enhanced partner on-boarding with the coordination and management of internal sales presentations, on-site workshop training and webinar product roadmap sessions

Google, San Francisco CA, 01/2013 – 07/2015

Marketing/Program Manager

Navigated the complexities of serving in a hybrid marketing and business development role involving the recruitment and management of the Partner ecosystem (Content, Marketplace, and Global/Regional Reseller Partners). Scope required development of joint marketing plans, oversight of the Partner online community,

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communications, enablement, training/accreditation support, lead/demand generation, social media marketing, partner portal, website content, business/legal processes, back-end operations.

- Generated \$50K+ in quarterly revenues while supporting Marketplace partners with integration and marketing needs, successfully developing a vibrant, online partner community.
- Surpassed previous year's sponsorship levels
- Owned the development and execution of the Partner Training Workshops
- Acted as Community Manager and developed online discussions, "Partner Spotlight" blog articles, twitter, case study, partner webcasts, video testimonials and press releases to promote partner expertise.

Amazon, Seattle, WA 07/2003 – 03/2010

Associate Director, Marketing Leader, Tax (Transfer Pricing)

Supported Global/National Leadership and (200+) Industry Partners/Practitioners by driving global marketing strategy and leading B2B marketing programs for key Global/National Tax Business Units and Industries. Developed fiscal year marketing plans, oversaw yearly budget of \$200K, scope included ownership of Demand Generation, Events, Content, Website, Communications, Collateral development, Public Relations, Product Launches and all aspects of marketing as an Individual Contributor

- Owned the development and execution of the Transfer Pricing Masters Series Events (100+ client attendees, encompassed Junior 101, Intermediate 201 as well as Advanced Level C-Suite Industry Events – Financial Services, Retail, Consumer and Industrial Products, Technology, Information, Communications, Entertainment and Media, Pharmaceutical/Life Sciences Industries) and Transfer Pricing Webcast Series (1000+ client attendees);
- Designed end to end integrated marketing campaigns around key hot topics/client issues and oversaw trade events, internal sector meetings; gained widespread audiences by managing development of thought leadership materials, (journals, press releases, white papers, web content) and publication partner contracts
- Advanced consistency with firm branding and messaging while developing content and media placements
- Oversaw a support marketing team of five in the development of statement of qualifications and marketing collateral

Education

Brandeis University, Waltham, MA 08/2001-06/2003

Masters Certificate in Internet Marketing

Northeastern University, Boston, MA 08/1996-05/2000

Bachelor of Commerce, International Marketing