BILL PETRO

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MARKETING LEADERSHIP / PRODUCT EVANGELIST

Accelerating Market Growth for Solutions
Equipping Sales Professionals to Maximize Revenue

PROFILE

Technology marketing professional who has successfully launched cloud, analytics, IT, and storage solutions into new markets.

- Creates unique value proposition to LOB and C-level for product solutions: messaging, positioning, differentiation
- Develops Go-To-Market plans for new product launch and training for direct and reseller partner sales teams
- Defines strategic goals while driving tactical program-driven scheduled deliverables with accountability
- Leads cross-functional teams across product management, engineering, support, marketing and channels
- Designs and drives enablement for sales reps and sales engineers for direct, channel, and customer audiences

A substantial record of achievement in Senior Management roles driving Marketing, Product Management, Sales Enablement, and Business Development. Proven success in the marketing of: Cloud, Storage, and Enterprise Software.

Sales Enabler consistently selected by management to develop today's markets and build tomorrow's top sales leaders and organizations. In-demand speaker who has delivered Partner, Channel, and Reseller Sales accreditation training as well as delivering Press briefings and Customer presentations in Europe, Asia, Middle East, Africa, and Latin America.

PROFESSIONAL EXPERIENCE

CISCO SYSTEMS, Colorado Springs, CO **2010 – 2016**

Senior Manager, Worldwide Sales Enablement – Data Center & Cloud Architecture 2015-2016

Developed the Architecture Enablement Plan to drive seller readiness, collaborating with key stakeholders, ensuring sellers have the skills and knowledge necessary to support Worldwide DC Architecture: Compute & Storage, Network, Cloud. Defines function-based Learning Maps to support comprehensive enablement to support Cisco's Data Center business.

- Oversaw the content development and execution strategy for Cisco's full Data Center portfolio. Increased Q/Q consumption 300%.
- Ensured consistent messaging integration into all Sales communities & enablement programs worldwide. 17 product lines.
- Created sales enablement for Cisco's hyper-converged, next-gen SDN switch, and app-defined Cloud management product launch.

Senior Manager, Cloud Business Development & Sales Enablement 2013-2014

Led cloud enablement programs for Sales & Partners for the Cloud Management software portfolio, including the Self-service Catalog Portal and Orchestration engine, at Cisco's Cloud and Virtualization Group.

- Drove Global Field Marketing interaction across cloud and network management product lines.

Senior Manager, Cloud Product Management 2011-2013

Created and drove enablement programs for Direct Sales, Sales Engineer, Reseller Partner and Advanced Services worldwide for the Cloud and Systems Management Technology Group. Led Go-To-Market and launch programs for flagship cloud software portfolio across Business Unit and external stakeholders: Cisco Intelligent Automation for Cloud and Prime Service Catalog.

- Defined and drove worldwide Field Enablement program to double time to revenue and improve forecasting.
- Managed two third-party training companies to ensure scalability of Partner and Customer delivery training worldwide.
- Drove weekly GTM Planning Meetings to ensure timely project completion for outbound Product Marketing success.

Business Development Manager, Cloud 2010-2011

Drove incremental business opportunities in the Advanced Services for Data Center practice, specializing in Cloud Computing. Focused on long-term strategic opportunities and early adopter solutions by exploring business involving cloud architecture and virtualization service solutions.

- Presented directly to customers and at Executive Briefing Centers nation-wide to drive complex sales deals.
- Created and delivered Cloud Orchestration competitive training to Sales organizations.
- Engaged with Field and Practice Sales to accelerate all customer proposals.
- Proactively identified opportunities and mapped pipeline to accelerate deals through appropriate channels.
- Sized and scoped service levels to ensure appropriate pricing for technology and architectural engagements.
- Continually aligned and updated Sales collateral, Statements of Work, and built responses to RFPs to speed new sales.

EMC CORPORATION, Colorado Springs, CO **2000 – 2009**

Senior Manager, Sales & Partner Development 2002-2009

Accelerated time to Revenue for existing and new sales professionals. Drove demand generation through high-level customer engagements. Provided global direction to EMC's Direct and Partner sales forces through the delivery of training in products, strategy and messaging. Taught sales methodologies and sales skills worldwide. Sold the EMC product at the enterprise level by delivering high level presentations to clients' senior management at Executive Briefing Center and customer conferences.

- Delivered Demand Generation engagement events for: CDW, Tech Data, Ingram Micro, Arrow, Avnet.
- Drove Business Development programs with: VMware, Cisco, Brocade, Unisys.
- Creatively enhanced the sales productivity of both Direct & Channel Sales by delivering live sales methodology classes, created and delivered a multi-city *VMware* Sales Training curriculum.
- Coordinated the development and utilization of eLearning courseware for Partner Sales Accreditation.
- Achieved the largest ever number of accredited Partners.

Field Marketing Executive 2000-2002

Acting as Chief Marketing Officer for Divisional VP of Sales, drove business development and demand generation for the Western US geography. Represented corporate marketing to field sales, translating complex to business use.

- Delivered high-level sales presentations to executives to close key account deals: US West (CenturyLink)
- Drove the relationship for the EMC / Cisco / Oracle partnership, creating and delivering executive customer seminar talks.
- Launched new high revenue products, delivering EMC Direct Sales and SE training across US to speed time to revenue.

Startups:
Director of Marketing at a security software company: managing a team of six marcom and product marketing managers.
Sr. Director of Business Development at a SaaS company: selling to Sun, United Airlines, BlackBerry.

Prior leadership positions at **Sun Microsystems** in Product Management, Marketing, and International Market Development.

EDUCATION

Graduate studies in Marketing, University of Colorado, Colorado Springs
Bachelor of Arts, University of California, Berkeley

CERTIFICATIONS & ADDITIONAL TRAINING

EMC Proven Professional
Altify Sales Methodology Certified Trainer: Target Account Selling, Selling to Senior Executives, Channel Account Management Process (CHAMP)
Pragmatic Marketing: Product Management Framework
Bob Pike Group PowerSpeaking: Speaking to the Big Dogs
Situational Leadership II Trainer

PAST ASSOCIATIONS

Marketing Advisory Group, College of Business and Administration: University of Colorado, Colorado Springs
Board of Advisors, Colorado Institute of Technology Transfer and Implementation (CITTI)