

# BILL PETRO

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## MARKETING LEADERSHIP / SALES ENABLEMENT

### Accelerating Market Growth for Technical Solutions Equipping Sales Professionals to Maximize Revenue

#### PROFILE

Technology marketing and sales enablement professional who has successfully launched cloud, storage, data center and analytics solutions into new markets. Successful career at Cisco, EMC, Sun Microsystems, plus five startups.

- 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 across 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 programs for sales rep, sales engineer, and service for direct, channel, and customer audiences

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

An exceptional 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

**CHERWELL SOFTWARE**, Colorado Springs, CO

**2017 – 2017**

##### **Director, Global Sales Enablement and Training**

Responsible for driving sales productivity with global Sales, Presales, and Partners teams to increase pipeline size, speed deal velocity, and improve win-rate.

- Develops global sales enablement program strategy
- Delivers related training to Field Sales and Partners
- Drives sales productivity through effective sales process, tools, and skills training

**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. Sales, Presales, and Partners

- 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
- Created sales enablement for Cisco's Hyper-converged storage, Tetration Analytics, and next-gen SDN switch product launches

##### **Senior Manager, Cloud Business Development & Sales Enablement**

2013-2014

Led cloud enablement programs for Sales & Partners for the IaaS 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. Translated technical to business language for solution sales.

##### **Senior Manager, Cloud Product Management**

2011-2013

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 strategies and launch plans for flagship cloud software portfolio across Business Unit and external stakeholders. Collaborative work with Sales on DevOps solutions.

- Defined and drove worldwide Field Enablement program to speed time to revenue, promoted it via social media.
- Created and delivered training on Cisco Intelligent Automation for Cloud and Prime Service Catalog to Field organizations.
- Managed third-party training companies to ensure scalability of Partner and Customer delivery training worldwide.
- Led Cross-functional Team weekly GTM meetings to ensure timely project completion for Product Marketing success.

**Senior Business Development Manager, Cloud**

2010-2011

Drove incremental business opportunities in the Cisco 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 customer facing 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.
- Sized and scoped service levels to ensure appropriate pricing for technology and architectural engagements.

**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 as well as sales methodologies and sales skills. 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 engagements for CDW, Tech Data, Ingram Micro, Arrow, and Avnet.
- Drove Business Development programs with VMware, Cisco, Oracle, Brocade, Unisys.
- Creatively enhanced the sales productivity of both Direct & Channel Sales by delivering live sales methodology classes, created and deployed the *VMware* Sales Training curriculum and 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, personally drove business development and demand generation for the Western US geography. Represented corporate marketing to field sales, translating complex to business use.

- Deliver high-level sales presentations to executives to close key account deals.
- Drive the relationship for the EMC / Cisco / Oracle partnership, delivering executive customer seminar talks.
- Launch new high revenue products, delivering EMC Direct Sales and SE training across the US to speed time to revenue.

**USA.NET, Colorado Springs, CO****1999 – 2000****Senior Director, Business Development**

Opened new markets, developed strategic OEM relationships, managed large accounts for this email SaaS innovator.

**DMW WORLDWIDE, Colorado Springs, CO****1998 – 1999****Director of Marketing**

Directed the Product Strategy, Marketing Communications. PR, Advertising, Trade Shows, and Product Launches.

Previous 11 years of success at Sun Microsystems as International Marketing Development Manager, Senior Product Marketing Manager, Sales Tools Manager, and Major Accounts Program Manager.

**EDUCATION**

Graduate work toward **Master of Business Administration**, Marketing, University of Colorado, Colorado Springs  
**Bachelor of Arts**, University of California, Berkeley

**CERTIFICATIONS & ADDITIONAL TRAINING**

EMC Proven Professional  
 The TAS Group Sales Methodology Certified Trainer: Target Account Selling,  
 Selling to Senior Executives, Channel Account Management Process (CHAMP).

**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)