

BILL PETRO

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MARKETING LEADER / SALES ENABLER

Accelerating Market Growth for the Enterprise and Its Products
Equipping Sales Professionals to Maximize Revenue

PROFILE

Technology marketing and business development professional who bridges the gap between strategy and execution, having:

- Demonstrated ROI for Cloud Computing initiatives in customer Data Center evolution: *Cisco Advanced Services*
- Trained Fortune 100 sales teams to meet and exceed quota: *Sales Opportunity Management Process*
- Coached account teams worldwide to accelerate time-to-revenue: *Channels & Alliances Management Process*
- Launched obscure technologies internationally to achieve market prominence: *Java™*
- Helped mature small SaaS startup into power houses in the marketplace: *USA.NET*

A substantial record of achievement in Senior Management roles driving Product Marketing, Development, Business Development, and International Market Development. Successful 9 year career at EMC and 11 years at Sun Microsystems. Proven success in the marketing of: Cloud Computing, Virtualization, Storage, and Enterprise Management technologies.

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.

An accomplished Technology Evangelist, Public Speaker, Author and Humorist poised to leverage the leading edge of technology in pursuit of global market growth. Publisher of the widely read blogs at www.billpetro.com and a respected Keynote Speaker at several successful technology summits, seminars, and business conferences worldwide.

PROFESSIONAL EXPERIENCE

CISCO SYSTEMS, Colorado Springs, CO

2010 – present

Senior Manager, Product Management

2011-present

Drives enablement program for Reseller Partner and Direct Sales across the Intelligent Automation Solutions Business Unit. Leads Go To Market plan for next version of flagship Cloud software across Business Unit and external stakeholders.

- Defines and drives worldwide Field Enablement program and activities to speed time to revenue.
- Creates and delivers training and tools for Cisco Intelligent Automation for Cloud to Field organizations.
- Enables third-party training organizations to insure scalability worldwide.
- Drives GTM Plan to insure timely project completion to ensure outbound Product Marketing success.

Business Development Manager

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 Customer 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 expedite deals through appropriate channels.
- Sized and scoped service levels to insure 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 as well as sales methodologies and sales skills. Personally 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, 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 deploying a *VMware* Sales Training curriculum and coordinating 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 US to speed time to revenue.

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

Recruited by management to realize its vision for new markets, strategic OEM relationships, and more effective technology directions for this leader in Software as a Service (SaaS).

- Prompted the development of global and strategic business partnerships with large OEMs, platform vendors, and Wireless Information Device manufacturers resulting in preliminary engagement with Palm and Blackberry.
- Sold to the executive management of Research in Motion and Sun to promote USA.NET's outsourced email offerings.

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

Established the company's strategic marketing direction while managing an annual budget. Directed the Product Strategy, Definition and Positioning, and Product Release in close alignment with personally managed Marketing Communications including PR, Advertising Agency Management and Budgeting, Trade Shows, Press Relations and Product Launches.

- Refocused the company's marketing direction by advocating the restructuring of its product portfolio and the practice of online ad placement to achieve a differentiating value proposition for the corporation, resulting in streamlined product line.
- Rationalized the organization by managing 6 Product Marketing and Marcom professionals, resulting in more effective trade show, product management and promotion activities.

Previous 11 years of success at Sun Microsystems as: International Marketing Development Director, Senior Product Marketing Manager-System and Storage Management Software, Sales Tools Manager, and Major Accounts Program Manager.

EDUCATION

Graduate work toward **MBA**, Marketing, University of Colorado, Colorado Springs
BA, History, University of California, Berkeley

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)

CERTIFICATIONS & ADDITIONAL TRAINING

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