THEODORE (TED) DONNELLY

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SALES AND MARKETING EXECUTIVE

Energetic sales leader and player/coach with a successful track record of building and leading enterprise and commercial sales teams that deliver rapid revenue growth, capture significant market share and improve profit margins. Skilled at building and leveraging resellers and channel partners to drive accelerated growth. Unique ability to unlock a team's full potential while creating an environment for people to thrive and self-improve.

Key Competencies Include:

- Large Accounts and Global Sales
- Reseller and Channel Sales Optimization
- Startup Companies and High Growth
- Strategic Account Planning and Coaching
- Customer Acquisition and Velocity Sales

- Cross-Divisional Teaming and Communication
- Market Segmentation and Solution Optimization
- Customer Relationships and Executive Alignment
- Team Development, Motivation and Leadership
- Metric Management and CRM Integration

PROFESSIONAL EXPERIENCE

TECTRADE – Raleigh, NC   **2022 to Present**
VP, NORTH AMERICA – IT MANAGED SERVICES, HYBRID-CLOUD, CYBER RESILIENCY

Leads US sales, channel, marketing, and engineering for this UK-based Cloud and IT Services company.

- Relaunched Tectrade's Managed Services business in North America, including sales, marketing, and channel.
- Accelerated awareness and growth of Tectrade's Hybrid-Cloud Managed Services: Remote Manages Services, Disaster Recover, and client production with 24/7 live monitoring and management.
- Achieved 95%-to-plan for fiscal 2023, with over 150% achievement against net-new revenue goals.
- Expanded Tectrade's "IBM Platinum Partner" status around Modernization and Container platforms, including a strategic launch partnership for IBM Storage Fusion, IBM's flagship container and AI platform.
- Built key relationships with data center and colocation partners, including a strategic partnership with TierPoint where we seamlessly delivered end-to-end managed services with 100% SLA delivery to our joint clients in 2023.

IBM – Raleigh, NC   **2017 to 2022**
US MANAGER, BIG DATA AND ARTIFICIAL INTELLIGENCE

Led all sales and go-to-market initiatives for this $80 billion cloud and cognitive company. Manages US Financial Services Market (FSM) team of 10 sellers for IBM's Big Data and Artificial Intelligence Solutions.

- Directed unstructured data and software teams for US Financial Services Market with each selling team exceeding 100%-to-plan for fiscal 2018.
- Secured strategic wins at over 20 of the largest Financial Services Companies with growth exceeding 200% YoY.
- Led internal solution enablement initiatives and cross-brand selling with IBM's on-premise and cloud teams: Storage Systems, Cloud and Cognitive, Red Hat, and Watson AI.
- Led cross-divisional Enterprise and Commercial selling initiatives to accelerate new customer acquisition.

CLEVERSAFE – Raleigh, NC   **2016 to 2017**
REGIONAL MANAGER, RETAIL AND DISTRIBUTION MARKET

Led all sales and market development initiatives for this Object Storage startup company. Managed Eastern US team of 6 sellers for Cleversafe's on premise and cloud business.

- Industry leader responsible for Distribution markets in the US: Retail, Consumer Products, Airlines, Freight and Railway, Hotels, Travel Services, and Wholesale. Closed multimillion-dollar contracts with YoY revenue growth exceeding 100%.
- Led solution development and optimization with Cleversafe's alliance partners: Panzura, CTERA, Komprise, Nasuni.

PHONONIC DEVICES, INC – Raleigh, NC   **2014 to 2016**
DIRECTOR, IT INFRASTRUCTURE COOLING

Led sales, marketing and product development for this high growth thermal solutions company. Business unit leader managing all products and customer engagements for the IT sector including server, workstation, networking, storage, and personal computing.

- Developed and launched the industry's first active/passive solid-state CPU Cooler that delivered water cooling performance without the use of water. Enabled a new class of high-performance computing products for the PC gaming and enthusiast market. Created content, branding and media strategy to accelerate market awareness and demand.
- Established Phononic's enterprise relationships with the industry's leading OEMs. Designed, manufactured, and delivered the industry's first commercial OEM CPU Cooler leveraging Phononic's thermoelectric technology.

VMWARE, INC – Raleigh, NC   **2013 to 2014**
NATIONAL PARTNER MANAGER

Led sales and go-to-market for this $5.2 billion cloud and virtualization software company. Manage relationships, strategy development and sales execution in the Americas for NetApp, IBM and Lenovo.

- Drove all NetApp-VMware sales and go-to-market initiatives in the Americas, including high-velocity commercial selling motion and enterprise upsell/cross-sell programs. Led joint field engagements in the regions, including strategic account planning sessions and joint call center initiatives. Increased pipeline revenue by 200% in 6 months.
- Established Lenovo's VMware practice, VAR ecosystem and commercial selling motion in the Americas. Accelerated x86 server sales through training and sales enablement programs. Established sales and go-to-market "transition plan" in advance of Lenovo's acquisition of IBM's x86 server business in 2014.

NETAPP, INC – Raleigh, NC   **2011 to 2013**
DISTRICT SALES MANAGER, CAROLINA COMMERCIAL SALES

Led sales, marketing, reseller and channel strategies for this $6.2 billion Fortune 500 company. Manage inside and outside sales team for SMB, Mid-Market and Select market segments and directed an extended team of 20 with 6 direct reports.

- Drove converged infrastructure programs in the Southeast and accelerated sales of FlexPod (NetApp, Cisco, VMware) reference architecture. Achieved 110% Y/Y growth producing $8M in FlexPod revenue, 30% of total sales.

EXAR CORPORATION – Raleigh, NC   **2010 to 2011**
DIRECTOR OF SALES, STRATEGIC ACCOUNTS

Led sales, alliances, planning and execution with strategic OEM partners. Managed cross-divisional teams to achieve strategic market share objectives and revenue plan with emphasis on vertical industries.

- Delivered 50% Y/Y growth for Neterion product line, Exar's flagship 10 Gigabit Ethernet adapter products for virtualized environments, servers and storage devices.

ADVANCED MICRO DEVICES – Raleigh, NC   **1995 to 2009**
DIRECTOR, SALES AND STRATEGIC ALLIANCES

Directed all sales, business development, and partner initiatives for this $6 billion global technology leader and innovator for computing and graphics solutions. Led a 21-member global team that delivered over $100 million annually.

- Led multi-year strategic server engagement that resulted in IBM launching the industry's first AMD Opteron-based server, breaking Intel's monopoly in the x86 server market - secured AMD's position as a mainstream server technology provider.
- Teamed with IBM to deliver joint technology solution to Los Alamos National Labs in 2006 - secured AMD design win and deployed over 1,000 servers, resulting in the industry's first Peta-Flop supercomputer.

EDUCATION

Bachelor of Science in Electrical Engineering
STATE UNIVERSITY OF NY – Binghamton, NY