



FOR IMMEDIATE RELEASE

## **Partner Dynamix Launches to Redefine How Companies Build and Scale Business Ecosystems**

*Partner Dynamix aims to be the go-to agency for technology companies seeking to drive partner-led growth and leverage the power of ecosystem engines*

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Concord, MA, September XX, 2024 – Today marks the official launch of Partner Dynamix, a strategic consulting agency dedicated to assisting companies of all sizes build business ecosystems and partnerships focused on collaborative growth from product development to channel acceleration.

In an era where technology companies must move swiftly to stay competitive, Partner Dynamix is uniquely positioned to help companies build impactful networks that foster co-innovation, co-creation, and co-selling. These strategies are core to business success and accelerate development, unlock new markets, and achieve sustainable growth.

Founded by leaders responsible for creating and scaling the partner programs for Microsoft Corporation and Red Hat (IBM) - two of the most valuable partner ecosystems in the technology industry - Partner Dynamix helps transform how startups, mid-market and large enterprises approach scale by leveraging business models that feature partner-led growth execution.

“Partnering is no longer a ‘nice-to-have’; it’s a strategic imperative,” said Mike Werner, Founder and Chief Ecosystem Officer of Partner Dynamix. “The most successful companies are those that understand the power of collaboration—turning technology partnerships into exponential growth engines and individual strengths into collective wins. At Partner Dynamix, we’re dedicated to helping our clients build ecosystems that are impactful from a revenue perspective and also resilient and scalable.”

Partner Dynamix builds robust ecosystems which bring together multiple types of partners - technology providers, service partners, channel distributors, and industry innovators - by connecting companies with complementary partners, enabling them to co-develop new products and services. This approach not only enhances product offerings but also creates long-term value through shared IP and market differentiation and distribution.

Agency services range from strategy development, ecosystem development (including partner Jumpstarts), partner marketing, incentive building, organizational alignment and technology to channel integration. Technical strategies in conjunction with app, solution and product certification programs as well as developer and marketplace offerings are also areas of expertise for the Partner Dynamix team.

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Partner Dynamix supports venture capital and private equity firms by working closely with their portfolio companies to expand market presence, accelerate product development, and achieve greater valuations by leveraging strategic industry partnerships. By integrating Partner Dynamix's services, investment firms can enhance the competitive positioning of their portfolio companies, driving faster exits and higher returns.

The agency brings over 35 years of experience having created two of the world's most impactful partner programs bridging product adoption into platform selling models that scaled Microsoft Windows, Visual Studio, .NET and Azure as well as created the world's largest commercial open source ecosystem for Red Hat.

"The Partner Dynamix team has created global programs which have engaged hundreds of thousands of members, tens of thousands of solutions, and created hundreds of millions of dollars of partner-enhanced revenue", said Werner. "We are excited for our customers to transform their businesses and leverage our expertise, blueprints and network to become a leader in this new era of ecosystems".

The programs created for Partner Dynamix clients are built to scale, providing continuous value to all stakeholders and ensuring that partnerships remain productive and mutually beneficial.

### **About Partner Dynamix**

Partner Dynamix is a strategic consulting agency specializing in the design, building, and scaling of technology to business ecosystems for product and platform companies. Through tailored go-to-market strategies, aligned incentives and ecosystem management, Partner Dynamix empowers businesses to unlock the full potential of their partnerships.

*For more information about Partner Dynamix, please visit [www.partnerdynamix.com](http://www.partnerdynamix.com) or contact Rebecca Chase at [rchase@partnerdynamix.com](mailto:rchase@partnerdynamix.com) or 781-771-4593.*

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