Goele Coelst

Ecosystem leader
Business development & growth markets

Oud-Heverlee, Belgium
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🔗 personal website
LinkedIn

Skills

Leadership and Teamwork

Critical thinking and problem solving

Partner ecosystem development

Strategy for growth and new markets

International sales and business development

Digital transformation

Languages

Dutch
Native/Bilingual proficiency

English
Full professional proficiency

French
Full professional proficiency

German
Full professional proficiency

Profile

Business and ecosystem leader with 25+ years of global experience driving innovation and growth. Proven track record co-creating with customers and partners to deliver measurable outcomes. Skilled in building and scaling partner ecosystems, and successfully launching new products and services to market. Trusted advisor to both established enterprises and emerging market disruptors

Employment History

OutSystems, Belgium

October 2023 — Present

Developing partner ecosystem for Belux and Nordics regions, tailored to local market maturity. Focus on developing new partnerships to support GTM to higher strategic client segments. Develop new business models to efficiently serve the market and drive pipeline & high value deals.

Advisory Services, Belgium

April 2022 — Present

Helping Tech startups land and expand in Europe/Benelux. Coaching and mentoring young professionals in Tech on career development.

EU Business development & customer success director, Fractal Analytics, Belgium

May 2021 — March 2022

Developed the strategy for the sales and partner ecosystem to create new business for Fractal's AI solutions & services in the EU. Worked with partners to build a joint GTM for new revenue streams and build pipeline. Focus on FSI and CPG verticals for digital transformation deals. Signed up first new client within 3 months.

IBM Cloud Garage partner ecosystem leader EMEA, IBM, Belgium

April 2019 — April 2021

Managed the creation and execution of a new partner ecosystem route to market for IBM Cloud Garage to accelerate and scale hybrid cloud revenue with and through partners. Developed strategy and KPI's in alignment with IBM cross brand ecosystem teams and business partners. Drove business and performance monitoring.

Drove innovation and modernization sales opportunities with new market makers, ISV's and GSI's. Generated $2.5m of new cloud signings in first 12 months for resell, build and services motion.

Developed channel program & incentives. Created platforms to provide enablement, sales, and tech sales resources to partners.Negotiated and closed 3 co-branding partnerships in EMEA.

Worldwide partner ecosystem leader Watson talent, IBM, Belgium

November 2018 — April 2019

Created partner ecosystem strategy and managed WW team of 6 people. Achieved target of $8m of net new annual signings for Watson AI talent solutions with resellers, ISV's and marketplaces.

Automated the partner recruitment process to shorten time to revenue by 50%.

International relocation, IBM, New York to Leuven, Belgium

June 2018 — October 2018

Worldwide partner ecosystem leader data governance & integration, IBM, New York

June 2015 — May 2018

Managed the strategy, execution, and cross unit people resources for the partner ecosystem. Achieved channel growth of 15% and target of $96m with existing and newly recruited resellers, ISV's and SI's.

Managed alignment with teams across IBM divisions to improve product readiness and GTM for the channel route with 30%.

Drove partner model innovations to help partners transform their business. Developed partner platforms to share best practices, sales tools, and solution resources to ensure partner success. Created partner elite feedback program.

Identified and managed OEM partnerships, alliances, and acquisition targets. Closed 5 partnerships.

Enterprise sales information governance & compliance, Bloomberg, New York

June 2014 — June 2015

Responsible for bringing Bloomberg's new SaaS surveillance, archiving, & eDiscovery solutions to market, finding and closing new business with top tier banks and capital market clients. Collaborated with resell and OEM partners like Salesforce. Led inside sales team members aligned to the territory.

Senior sales manager financial services North America, Infosys, New York

August 2011 — June 2014

Led growth for new business for financial services in North America. Achieved 125% of goals within 12 months. Acquired 4 clients in the Global 2000 and negotiated and closed IT services contracts for over $4m. Developed and managed partner relationships to drive new business with target clients. Managed 2 LDR's assigned to the territory.

Director enterprise industry solutions North America, Oracle, New York

March 2009 — April 2011

Led sales programs for financial services. Development of $55m in pipeline within 2 quarters for risk analytics and electronic trading program in support of the new product introduction Exadata. Managed alignment across Oracle lines of business and external partners to bring industry solutions to market. Developed sales enablement and assets. Drove shortened GTM lead time from 6 months to 1 quarter.

Director sales strategies & programs, Oracle, New York

January 2008 — March 2009

Drove and executed regional growth strategies, GTM and sales programs for financial services. Developed $23m in pipeline within one quarter for low latency solutions in capital markets. Drove sales enablement and skills development. Led sales opportunities with expert SWAT team.

Director business development global sales support, Oracle, Zurich

December 2005 — January 2008

Education

Master of Science Advanced Economics, Katholieke Universiteit Leuven, Leuven, Belgium

1994 — 1995

Master Business Engineering- International Business, Katholieke Universiteit Leuven, Belgium

1990 — 1994

References

References available upon request.