

Goele Coelst, Enterprise Sales & Strategic Partnerships Leader

Oud-Heverlee, Belgium, [+32 477 254511](tel:+32477254511), gcoelst@yahoo.com, [LinkedIn](#)

SUMMARY

Enterprise sales and strategic alliances leader with 20+ years of experience across SaaS, cloud, AI, data, and enterprise software markets. Proven track record driving revenue growth through direct sales, strategic partnerships, and go-to-market execution across Europe and North America. Experienced in enterprise account development, partner ecosystems, and complex deal pursuits, with a strong focus on executive engagement and market expansion.

WORK EXPERIENCE

10/2023 – Present	Sr Leader, Alliances, GTM & Strategic Sales OutSystems	Leuven, Belgium
	• Building & managing a strong partner ecosystem for the Belux and Nordics regions, creating partner strategy & GTM according to local market maturity. Create business plans & monitor performance with key partners (GSI's, Resellers) to land new logos and create ARR expansion. • Leading continuous engagement with partners' leadership and internal stakeholders to keep alignment on execution plans. • Developing joint value propositions with partners around AI powered application development to maximize market impact. • Creating and supporting pipeline generation programs & actively monitoring results to develop and close opportunities. Driving support for enablement & marketing initiatives.	
04/2022 – Present	Advisory Services Genghis IQ	Leuven, Belgium
	• Guiding tech startups in their expansion across Europe and the Benelux by building a comprehensive partner network. • Coaching and mentoring young professionals in the tech sector on career progression.	
05/2021 – 03/2022	Business Development, Alliances & Sales Director Europe Fractal Analytics	Leuven, Belgium
	• Formulated the strategic framework for the sales and partner ecosystem to generate new business for Fractal's AI solutions and services across the EU. • Collaborated with partners to construct integrated go-to-market strategies for new revenue streams, thereby boosting pipeline development. • Concentrated efforts on FSI and CPG verticals to secure digital transformation deals. • Secured the first new client within three months of tenure.	
04/2019 – 04/2021	IBM Cloud Garage Partner Ecosystem Leader EMEA IBM	Leuven, Belgium
	• Oversaw the creation and implementation of a new partner ecosystem route to market for IBM Cloud Garage, aimed at accelerating and scaling hybrid cloud revenue through partnerships. • Crafted strategies and KPIs aligned with IBM's cross-brand ecosystem teams and business partners • Realized \$2.5 million in new cloud signings within the first year for resale, build, and service motions	

	Designed a channel program and established platforms for partner sales and technical enablement	
11/2018 – 04/2019	Worldwide Partner Ecosystem Leader Watson Talent IBM - Devised the partner ecosystem strategy and led a global team of six professionals. - Achieved the target of \$8 million in net new annual signings for Watson AI talent solutions via resellers, ISVs, and marketplaces. - Streamlined the partner recruitment process, halving the time to revenue.	Leuven, Belgium
06/2018 – 10/2018	International Relocation IBM	New York, USA
06/2015 – 05/2018	Worldwide Partner Ecosystem Leader Data Integration & Governance IBM - Managed the strategic direction, execution, and cross-functional resources for the partner ecosystem. - Achieved a 15% growth in channel sales, reaching a target of \$96 million through the engagement of existing and newly recruited resellers, ISVs, and GSIs. - Ensured alignment across IBM divisions to enhance product readiness and go-to-market effectiveness by 30%. - Executed partner model innovations to facilitate business transformation among partners. - Established partner platforms to disseminate best practices, sales tools, and solutions resources to ensure partner success.	New York, USA
06/2014 – 06/2015	Enterprise Sales Information Governance & Compliance Bloomberg - Accountable for market introduction of Bloomberg's new SaaS surveillance, archiving, and eDiscovery solutions, securing new business with leading banks and capital market clients. - Collaborated closely with reseller and OEM partners such as Salesforce. - Directed a team of inside sales members aligned with the designated territory.	New York, USA
08/2011 – 06/2014	Senior Sales Manager Financial Services North America Infosys - Championed business growth within the financial services sector in North America. - Surpassed set goals by achieving 125% of targets within a single year. - Acquired four clients from the Global 2000 and negotiated IT services contracts exceeding \$4 million. - Fostered and managed relationships with partners to drive new business opportunities	New York, USA
03/2009 – 04/2011	Director Enterprise Industry Solutions North America Oracle - Directed sales programmes specific to financial services. - Generated a pipeline of \$55 million within two quarters for risk analytics and electronic trading initiatives, supporting new product introductions.	New York, USA

EDUCATION

1994 – 1995	Katholieke Universiteit Leuven Master of Science, Economics • Advanced studies in Economics.	Leuven, Belgium
1990 – 1994	Katholieke Universiteit Leuven Master, Business Engineering • Specialised in International Business economics	Leuven, Belgium

SKILLS

Enterprise Sales & Strategic Account Development	Partner Ecosystem Strategy
Executive Stakeholder Engagement	Sales & Pipeline Acceleration
Strategic Alliances (GSIs, VARs, ISVs)	Co-Sell & Joint Value Proposition Design
Partner Business Planning	Data & AI
Cross-Functional Collaboration	Global & Multicultural Leadership
Channel Development & Expansion	

LANGUAGES

Dutch (Native/Bilingual proficiency) 	English (Full professional proficiency) 	•
French (Full professional proficiency) 	German (Full professional proficiency) 	•

REFERENCES

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Available upon request

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