

# Goele Coelst, Partner Ecosystem Leader

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## SUMMARY

Partner Ecosystem Professional with 12+ years in SaaS, driving revenue through partner recruitment, enablement, and joint go-to-market execution. Proven success delivering new ARR and expanding sales across GSIs, resellers, and ISVs. Skilled in guiding partners through onboarding and ongoing support to ensure measurable growth and long-term success.

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## WORK EXPERIENCE

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| 10/2023 – Present | <b>Sr Leader, Alliances &amp; Channels, OutSystems</b>   | Leuven, Belgium |
|                   | <ul style="list-style-type: none"><li>• Building &amp; managing a strong partner ecosystem for the Belux and Nordics regions, creating partner strategy &amp; GTM according to local market maturity. Create business plans &amp; monitor performance with key partners (GSI's, Resellers) to land new logos and create ARR expansion.</li><li>• Leading continuous engagement with partners' leadership and internal stakeholders to keep alignment on execution plans.</li><li>• Developing joint value propositions with partners to maximize market impact.</li><li>• Creating and supporting pipeline generation programs &amp; actively monitoring results to develop and close opportunities. Driving support for enablement &amp; marketing initiatives.</li></ul> |                 |
| 04/2022 – Present | <b>Advisory Services, Genghis IQ</b>   | Leuven, Belgium |
|                   | <ul style="list-style-type: none"><li>• Guiding tech startups in their expansion across Europe and the Benelux by building a comprehensive partner network.</li><li>• Coaching and mentoring young professionals in the tech sector on career progression.</li></ul>   |                 |
| 05/2021 – 03/2022 | <b>Business Development &amp; Channel Director Europe, Fractal Analytics</b>   | Leuven, Belgium |
|                   | <ul style="list-style-type: none"><li>• Formulated the strategic framework for the sales and partner ecosystem to generate new business for Fractal's AI solutions and services across the EU.</li><li>• Collaborated with partners to construct integrated go-to-market strategies for new revenue streams, thereby boosting pipeline development.</li><li>• Concentrated efforts on FSI and CPG verticals to secure digital transformation deals.</li><li>• Secured the first new client within three months of tenure.</li></ul>  |                 |
| 04/2019 – 04/2021 | <b>IBM Cloud Garage Partner Ecosystem Leader EMEA, IBM</b>   | Leuven, Belgium |
|                   | <ul style="list-style-type: none"><li>• 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.</li><li>• Crafted strategies and KPIs aligned with IBM's cross-brand ecosystem teams and business partners</li><li>• Realized \$2.5 million in new cloud signings within the first year for resale, build, and service motions</li><li>• Designed a channel program and established platforms for partner sales and technical enablement</li></ul>   |                 |
| 11/2018 – 04/2019 | <b>Worldwide Partner Ecosystem Leader Watson Talent, IBM</b>   | Leuven, Belgium |

- 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.

06/2018 – 10/2018	<b>International Relocation, IBM</b>	New York, USA
06/2015 – 05/2018	<b>Worldwide Partner Ecosystem Leader Data Integration &amp; Governance, IBM</b>	New York, USA
	<ul style="list-style-type: none"> <li>• Managed the strategic direction, execution, and cross-functional resources for the partner ecosystem.</li> <li>• 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.</li> <li>• Ensured alignment across IBM divisions to enhance product readiness and go-to-market effectiveness by 30%.</li> <li>• Executed partner model innovations to facilitate business transformation among partners.</li> <li>• Established partner platforms to disseminate best practices, sales tools, and solutions resources to ensure partner success.</li> </ul>	
06/2014 – 06/2015	<b>Enterprise Sales Information Governance &amp; Compliance, Bloomberg</b>	New York, USA
	<ul style="list-style-type: none"> <li>• Accountable for market introduction of Bloomberg's new SaaS surveillance, archiving, and eDiscovery solutions, securing new business with leading banks and capital market clients.</li> <li>• Collaborated closely with reseller and OEM partners such as Salesforce.</li> <li>• Directed a team of inside sales members aligned with the designated territory.</li> </ul>	
08/2011 – 06/2014	<b>Senior Sales Manager Financial Services North America, Infosys</b>	New York, USA
	<ul style="list-style-type: none"> <li>• Championed business growth within the financial services sector in North America.</li> <li>• Surpassed set goals by achieving 125% of targets within a single year.</li> <li>• Acquired four clients from the Global 2000 and negotiated IT services contracts exceeding \$4 million.</li> <li>• Fostered and managed relationships with partners to drive new business opportunities</li> </ul>	
03/2009 – 04/2011	<b>Director Enterprise Industry Solutions North America, Oracle</b>	New York, USA
	<ul style="list-style-type: none"> <li>• Directed sales programmes specific to financial services.</li> <li>• Generated a pipeline of \$55 million within two quarters for risk analytics and electronic trading initiatives, supporting new product introductions.</li> </ul>	

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## EDUCATION

1994 – 1995	<b>Katholieke Universiteit Leuven Master of Science, Economics</b>	Leuven, Belgium
	<ul style="list-style-type: none"> <li>• Advanced studies in Economics.</li> </ul>	
1990 – 1994	<b>Katholieke Universiteit Leuven Master, Business Engineering</b>	Leuven, Belgium
	<ul style="list-style-type: none"> <li>• Specialised in International Business economics</li> </ul>	

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**SKILLS****Partner Ecosystem Strategy****Strategic Alliances (GSIs, VARs, ISVs)**

channel development and expansion

**Co-Sell & Joint Value Proposition Design****Partner Business Planning****Executive Stakeholder Engagement****Data & AI****Sales & Pipeline Acceleration****Cross-Functional Collaboration****Global & Multicultural Leadership**

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**LANGUAGES****Dutch** (Native/Bilingual proficiency)  

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**English** (Full professional proficiency)  

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**French** (Full professional proficiency)  

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**German** (Full professional proficiency)  

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**REFERENCES**

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Available upon request

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