BILL PETRO

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MARKETING LEADERSHIP / PRODUCT EVANGELIST

Accelerating Market Growth for Solutions
Equipping Sales Professionals to Maximize Revenue

PROFILE

Technology marketing professional who has successfully launched cloud, analytics, and storage solutions into new markets. Successful 6 years at Cisco, 9 years at EMC, 11 years at Sun Microsystems, plus 4 startups.

- Creates unique value proposition to LOB and C-level for product solutions: messaging, positioning, differentiation
- Develops Go-To-Market plans for new product launch and training across direct and reseller partner sales teams
- Defines strategic goals while driving tactical program-driven scheduled deliverables with accountability
- Leads cross-functional teams across product management, engineering, support, marketing and channels
- Designs and drives enablement for sales rep, sales engineer, and service for direct, channel, and customer audiences

A substantial record of achievement in Senior Management roles driving Marketing, Product Management, Sales Enablement, and Business Development. Proven success in the marketing of: Cloud, Virtualization, Storage, and Enterprise Software.

An exceptional Sales Enabler consistently selected by management to develop today's markets and build tomorrow's top sales leaders and organizations. In-demand speaker who has delivered Partner, Channel, and Reseller Sales accreditation training as well as delivering Press briefings and Customer presentations in Europe, Asia, Middle East, Africa, and Latin America.

PROFESSIONAL EXPERIENCE

CISCO SYSTEMS, Colorado Springs, CO **2010 – 2016**

Senior Manager, Worldwide Sales Enablement – Data Center & Cloud Architecture 2015-present

Develops the Architecture Enablement Plan to drive seller readiness, collaborating with key stakeholders, ensuring sellers have the skills and knowledge necessary to support Worldwide DC Architecture: Compute & Storage, Network, Cloud. Defines function-based Learning Maps to support comprehensive enablement to support Cisco's Data Center business.

- Oversees the content development and execution strategy for Cisco's full data center portfolio. Increased Q/Q consumption 300%
- Ensures consistent messaging is integrated into all Sales communities & enablement programs worldwide
- Created sales enablement for Cisco's hyper-converged, next-gen SDN switch, and app-defined cloud management product launch

Senior Manager, Cloud Business Development & Sales Enablement 2013-2014

Led cloud enablement programs for Sales & Partners for the Cloud Management software portfolio, including the Self-service Catalog Portal and Orchestration engine, at Cisco's Cloud and Virtualization Group. Drove Global Field Marketing interaction across cloud and network management product lines.

Senior Manager, Cloud Product Management 2011-2013

Drove enablement programs for Direct Sales, Sales Engineer, Reseller Partner and Advanced Services worldwide for the Cloud and Systems Management Technology Group. Led Go-To-Market and launch plans for flagship cloud software portfolio across Business Unit and external stakeholders.

- Defined and drove worldwide Field Enablement program to speed time to revenue.
- Created and delivered training on Cisco Intelligent Automation for Cloud and Prime Service Catalog to Field organizations.
- Managed third-party training companies to ensure scalability of Partner and Customer delivery training worldwide.
- Drove weekly GTM Planning Meetings to ensure timely project completion for outbound Product Marketing success.

Business Development Manager, Cloud 2010-2011

Drove incremental business opportunities in the Advanced Services for Data Center practice, specializing in Cloud Computing. Focused on long-term strategic opportunities and early adopter solutions by exploring business involving cloud architecture and virtualization service solutions.

- Presented directly to customers and at Executive Briefing Centers nation-wide to drive complex sales deals.
- Created and delivered Cloud Orchestration competitive training to Sales organizations.
- Engaged with Field and Practice Sales to accelerate all customer proposals.
- Proactively identified opportunities and mapped pipeline to accelerate deals through appropriate channels.
- Sized and scoped service levels to ensure appropriate pricing for technology and architectural engagements.
- Continually aligned and updated Sales collateral, Statements of Work, and built responses to RFPs to speed new sales.

EMC CORPORATION, Colorado Springs, CO **2000 – 2009**

Senior Manager, Sales & Partner Development 2002-2009

Accelerated time to Revenue for existing and new sales professionals. Drove demand generation through high-level customer engagements. Provided global direction to EMC's direct and partner sales forces through the delivery of training in products, strategy and messaging as well as sales methodologies and sales skills. Personally sold the EMC product at the enterprise level by delivering high level presentations to clients' senior management at Executive Briefing Center and customer conferences.

- Delivered Demand Generation engagements for: CDW, Tech Data, Ingram Micro, Arrow, Avnet.
- Drove Business Development programs with: VMware, Cisco, Brocade, Unisys.
- Creatively enhanced the sales productivity of both Direct & Channel Sales by delivering live sales methodology classes, created and deploying a *VMware* Sales Training curriculum and coordinating the development and utilization of eLearning courseware for Partner Sales Accreditation. Achieved the largest ever number of accredited Partners.

Field Marketing Executive 2000-2002

Acting as Chief Marketing Officer for Divisional VP of Sales, personally drove business development and demand generation for the Western US geography. Represented corporate marketing to field sales, translating complex to business use.

- Deliver high-level sales presentations to executives to close key account deals.
- Drive the relationship for the EMC / Cisco / Oracle partnership, delivering executive customer seminar talks.
- Launch new high revenue products, delivering EMC Direct Sales and SE training across US to speed time to revenue.

USA.NET, Colorado Springs, CO **1999 – 2000**

Senior Director, Business Development

Recruited by management to realize its vision for new markets, strategic OEM relationships, and more effective technology directions for this leader in Software as a Service (SaaS).

- Prompted the development of global and strategic business partnerships with large OEMs, platform vendors, and Wireless Information Device manufacturers resulting in preliminary engagement with Palm and Blackberry.
- Sold to the executive management of Research in Motion and Sun to promote USA.NET's outsourced email offerings.

DMW WORLDWIDE, Colorado Springs, CO **1998 – 1999**

Director of Marketing

Established the company's strategic marketing direction while managing an annual budget. Directed the Product Strategy, Definition and Positioning, and Product Release in close alignment with personally managed Marketing Communications including PR, Advertising Agency Management and Budgeting, Trade Shows, Press Relations and Product Launches.

- Refocused the company's marketing direction by advocating the restructuring of its product portfolio and the practice of online ad placement to achieve a differentiating value proposition for the corporation, resulting in streamlined product line.
- Rationalized the organization by managing 6 Product Marketing and Marcom professionals, resulting in more effective trade show, product management and promotion activities.

Previous 11 years of success at Sun Microsystems as: International Marketing Development Manager, Senior Product Marketing Manager, Sales Tools Manager, and Major Accounts Program Manager.

EDUCATION

Graduate work toward **Master of Business Administration**, Marketing, University of Colorado, Colorado Springs
Bachelor of Arts, University of California, Berkeley

CERTIFICATIONS & ADDITIONAL TRAINING

EMC Proven Professional
The TAS Group Sales Methodology Certified Trainer: Target Account Selling,
Selling to Senior Executives, Channel Account Management Process (CHAMP).

PAST ASSOCIATIONS

Marketing Advisory Group, College of Business and Administration: University of Colorado, Colorado Springs
Board of Advisors, Colorado Institute of Technology Transfer and Implementation (CITTI)