

August 2018

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**RE: BUSINESS DEVELOPMENT, PARTNERSHIP AND/OR CHANNEL**

Dear Hiring Manager,

I'm reaching out to you for assistance in my search for a position in **BUSINESS DEVELOPMENT, PARTNERSHIP AND/OR CHANNEL**.

I bring 15+ years of comprehensive experience, from purchasing & vendor management, inventory control, P&L, marketing, product management, field sales management, to multi-tiered channel development and channel sales team leadership, which influences my strategic planning, program development, and operating style. Plus, I'm well connected with distribution, VAR's, MSP's, DMR, Telecommunication, Technology partners, and System Integrators.

At West Corporation (before we were sold to Apollo Global Management), I wrote and executed the channel strategy for West's Education Group (SchoolMessenger (Ed), CivicLive (Public) and GroupCast (Corp) **SaaS Communication, Notifications, Websites, Custom Mobile Apps and Social Media** solutions) to K-20, Government, Municipalities, and Fortune 100. I also:

- Designed a Full Partner Life Cycle Program (Onboarding, Scoring, Forecasting, Collaborative Marketing to Enable Sales Productivity).
- Developed a critical list of channel partners to pursue and contract resulting in 13 resellers in launch mode.
- Identified, recruited, and on-boarded a major distributor – SYNEX.

My experience in not only designing a business plan but also bringing my Proven Consultative, Award Winning Sales Success – Selling directly/co-selling into corporate, education, healthcare, hospitality and government markets.

I appreciate your time and assistance in my search.

Best,

Miles D. Bradley

P.S. I would customize for my next employer my proprietary partner programs, P.E.A.K. and P.E.R.F.O.R.M, designed respectively for onboarding and continuous success planning.

# MILES BRADLEY

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## BUSINESS DEVELOPMENT, PARTNERSHIP AND/OR CHANNEL

Results-driven Senior Sales Professional with a stellar, 15+ year record of award winning business development in new ventures, turnarounds, and channel sales. Valued business partner with demonstrated success forging strategic alliances, supporting global companies, and defining partner lifecycle programs. Thrive in dynamic, entrepreneurial business settings. World-class international sales leader with travel experience in 26 countries.

- Channel Sales Management
- Expert Negotiator
- Partner Recruiting
- Client Success Strategies
- Account & Territory Management
- Business Startups & Turnarounds
- Onboarding & Training
- Product Branding & Merchandising
- Reseller Network Development
- Strategic Business Development
- Team Leadership & Motivation
- Vendor Relationship Management

Additional skills include: Proven Sales Skills & Quota Attainment, C-Level Communications, Map Pricing & Forecasting, Salesforce.com, MS Office and WebEx.

## PROFESSIONAL EXPERIENCE

### **Co-Founder, Vice President**

#### **CONNECT-ED, Encinitas and Millbrae, CA**

2001 - Present

*Sales and marketing consultancy to start-ups focused on launching new software solutions globally.*

- Formed to facilitate rapid business growth by helping clients launch products, penetrate markets, and build brand awareness. Provides guidance on product merchandising and pricing.
- Took 3 private start-up companies to \$100K+ revenue within 120 days by securing crucial reseller, distributor, and OEM contracts.
- Drove successful software product launch for a client by increasing reseller base 300%.
- Played key role in decreasing a client's reseller advertising rates~45%.

### **Director Channel Partnerships (US)**

#### **West Corporation, Scotts Valley, CA Remote Position – Millbrae, CA (reduction/re-org/sold) 2015 – 2016**

*SaaS Communication Solution (Notifications, Websites, Custom Mobile Apps and Social Media)*

- Recruited to define and execute channel strategy for West's Ed Group (SchoolMessenger (Ed), CivicLive (Public) and GroupCast (Corp) solutions) to K-20, Government, Municipalities, and Fortune 100.
- Defined and aligned Channel Business Plan.
- Identified, recruited, and on-boarded major distributor – SYNnex.
- Developed critical list of channel partners to pursue and contract resulting in 13 resellers in launch mode.

### **Corporate Sales Director (US)**

#### **Macmillan New Ventures, New York, NY - Remote Position - Millbrae, CA (out of business) 2015 - 2015**

*SaaS Start Up Focused on Corporate Interactive Training Technologies.*

- Recruited to develop indirect sales channel, attract VARs, Integrators and Distribution Partners.
- Developed Strategic Business Plan to Launch New Corporate Indirect Sales Channel.
- Created Email Marketing Nurture Campaigns Attracting New Partners.
- Designed Full Partner Life Cycle Program (Onboarding, Scoring, Forecasting, Collaborative Marketing to Enable Sales Productivity).
- Attracted and Executed Partner Agreements with 5 Major Resellers Within First 90-days.
- Collaborated with \$52B Mobile Supplier (Samsung) to Imbed ARS Technology.

### **Channel Sales Executive – Western Region**

#### **Turning Technologies – (Acquired eInstruction Corp.), Youngstown, OH (reduction/re-org) 2012 – 2013**

*Award winning training technology software and solutions, interactive whiteboards and mobile devices.*

- Tasked with strategic expansion and retention of new eInstruction's reseller/channel partner relationships within 14 western states.
- Identified, recruited, on-boarded, and managed the relationship between eInstruction and channel partners selling and marketing eInstruction's products to the education and government market segments.
- Optimized and aligned channel partners with field sales.
- Created a Partner Development Plan to launch and continuously support our new dealer's sales efforts.
- Doubled reseller base within first 3 months of hire.

**Area Sales Manager** 2007 – 2012

**MIMIO (formerly VIRTUAL INK-MIMIO), Encinitas, CA** (reduction/company sold) 2004 – 2012

*World-leading global provider of interactive training technologies.*

- Responsible for \$1.6M quota, 13 resellers, 2 distributors, 1 Account Executive, 3 inside sales associates, and 1 field trainer.
- Member of company's "Million Dollar Sales Club" every year.
- Achieved 114% of goal in early 2011 as member of a newly formed 5-member strategic account team.

**Regional Sales Director, Virtual Ink** 2004 – 2006

- Increased revenue 275% and achieved all goals while fostering direct and reseller channels in 12 western states.

**Business Development Director**

**Encore Software, Inc., Gardena, CA** (Subsidiary of Navarre Corporation) (bankruptcy) 1999 – 2001

*Interactive software company focused on personal productivity, utility, education, and entertainment titles.*

- Hired to spearhead growth of the educational sales channel. Defined core business strategy, created catalogs, negotiated contracts, selected trade shows, and drafted collateral materials.
- Achieved 125% of 1999 revenue within 5 months of hire.
- Grew sales 480% in 2000, with \$294K total revenue; positioned \$400K+ sales for 2001.

**PRIOR EXPERIENCE HIGHLIGHTS**

**National Sales & Marketing Manager**

**Jostens Learning Corporation (now Compass Learning), San Diego, CA**

*Curriculum and assessment solutions.*

- Advanced all areas including web sales, OEM accounts, staff training, reseller training/communications, and telemarketing.
- Hired 3 team members. Grew business from \$700K to \$3M.
- Earned Certificate of Achievement, Marketing Excellence.
- Landed crucial, \$1.2M strategic partnership with Apple.
- Goal Achievement: 143%-1998, 119%-1997, 146%-1996.

**Product Marketing Manager / Affiliate Labels Manager**

**Compton's NewMedia, Inc. Carlsbad, CA**

*Leading publisher and seller of educational, entertainment multimedia software on CD-ROM.*

- Hired 5 team members. Raised major-account consumer sales 400% (\$8M - \$40M) and eliminated \$1.6M of product packaging costs.

**Buyer / Marketing Manager**

**Ingram Micro Inc., Santa Ana, CA**

*The world's largest IT distributor.*

- Successfully drove \$53M yearly purchases and \$100M+ yearly sales.
- Grew market share and optimized vendor relations. Categories: Hardware, software, education, home productivity, recreation/games, etc.

**EDUCATION**

**Bachelor of Business Administration (BBA) – Marketing (International Focus)**

California State University, Fullerton, California

**Associate of Arts (AA) – Economics and Associate of Arts (AA) – Business Administration**

Chaffey College, Alta Loma, California

**PROFESSIONAL DEVELOPMENT**

Leadership Skills; Diversity & Inclusion; Solution Selling, *Newell Rubbermaid Leadership Training*

**Cloud Computing: Selling and Marketing SaaS Solutions to the Enterprise, Stanford University**

**Go-to-Market Strategies and Tactics for Technology Entrepreneurs, Stanford University**

Effective Speaking & Human Relations; Sales Advantage, *Dale Carnegie Seminars*

Selling to VITO (Very Important Top Officers), *Anthony Parinello Seminar*

Nuts & Bolts of Running a High Tech Company, *University of California*

Effective Negotiating, *Dr. Chester L. Karrass Seminars*

Packaging to Sell, *Merrin Information Services, Inc.*