



MARY WILSON

Business Development & Strategic Alliances

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More than 15 years of experience developing and enabling go-to-market and new joint value propositions for software, SaaS and PaaS solution companies. Building relationships and collaborating closely across internal groups and partnering companies to deliver strong customer propositions and thought leadership. Generating pipeline and value for a strong go-to-market proposition and enabling sales teams for success. Experience working across the Americas, EMEA and APAC with global and regional system integrators, independent software vendors and technology partners.

PROFESSIONAL EXPERIENCE – PARTNERS & ALLIANCES

Smart Biz Dev (www.smartbizdev.com)

4/2008 -- Present

Independent Consultant - Barcelona, London & Melbourne

Consultant for companies building new strategies and expanding market share in new regions.

- Support companies in fast-tracking entry and/or new business models with specific objectives in building consumer engagement and customer confidence to the IoT, Smart Cities and Smart Metering markets working with Electric, Gas and Water utilities.
- Identify and recruit partners and establish relationships working to build a strong portfolio of solutions based on customer buying cycles and current market trends.
- Structured and pushed for revenue generating opportunities in a 6-9-12-24 month pipeline building exercise. This pipeline building is my primary objective.

Kony (www.kony.com)

8/2016 – 12/2017

Director Strategic Alliances - Barcelona & London

We empower our customers to create experiences that matter.

- Responsible for building new partner strategy and assess profiles of more than 85 existing channel partners to drive new pipeline and sales enablement for Kony software and platform offerings.
- Enable partner and Kony sales teams to build new opportunities across EMEA with successful recruiting of strategic alliances and development of joint value propositions.
- Primary focus on developing Energy & Utilities, Banking and Retail sectors. Primary partners include Diebold Nixdorf, Gemalto and Accenture.

Sensus (www.sensus.com)

1/2014 -- 4/2016

Director Business Development – London & Melbourne

Sensus align people, products and processes to help the world's public service providers do more with their infrastructure.

- A consultant to Strategic Account team with focus on the FlexNet communication IoT platform.
- In Australia working with regulated water industry for business case development of IoT platform for Smart Metering and Smart City applications to include data management and analytics.
- Responsible for campaigning and recruiting current competitors from the telco industry to partner for a joint solution proposal in emerging countries for smart grid and IoT solutions including Vodafone and Broadcast Australia.

Opower (www.opower.com)

1/2013 – 10/2013

Director of International Alliances - Washington DC & London

Opower is a leading provider of customer engagement solutions for the utility industry. The company was acquired by Oracle in 2016.

- Responsible for initiating and developing relationships with partners and their sales teams to build new market opportunities with global and regional impact.
- Focus on building joint value propositions leveraging APIs, big data analytics and platform extensibility to identify custom solutions for the utility market with systems integrators that create a value-add to their Smart Metering portfolio offerings.
- Providing a focus on consumer engagement for energy efficiencies, customer satisfaction, decreased cost-to-serve and smart meter acceptance.

EDMI Limited (www.edmi-meters.com)

9/2012 – 1/2013

E&U Market Strategy Consultant - Barcelona

EDMI designs, develops and manufactures innovative and technologically advanced energy meters and metering systems for the global utility industry.

- Consulting directly with the executive team to develop a market strategy for expansion to Smart Meter-enabled utilities across EMEA.
- Proposition-building for specific country regulatory conditions, utility buying cycle and product compatibility to country and utility requirements.

TOA (www.toatech.com)

1/2011 – 9/2012

Director Strategy & Alliances - Barcelona & London

TOA Technologies is the leading provider of cloud-based mobile fieldforce management applications. The company was acquired by Oracle in 2014.

- Own and represent the new market proposition for utilities and working with technical teams to ensure the product capabilities for utility market requirements, including differentiators for electricity, gas and water utilities.
- Identifying and procuring best path to market by recruiting and building sales pipeline with partners including IBM, Accenture, HP and Oracle.

eMeter (www.emeter.com)

1/2009 – 7/2010

Director EMEA Alliances - Barcelona

eMeter is a software company that specialises in software for managing smart grid and smart meter technologies. The company was acquired by Siemens in 2012.

- As the first and only EMEA representative for over 9 months, responsibility to generate and direct the development of new market propositions.
- Represented eMeter on the SAP Advisory Council for Utilities (ACCU).
- Build relationships with utility customers and with strategic partners such as Accenture, IBM, Logica, Siemens and other system integrator and technology companies throughout EMEA.

ADDITIONAL EXPERIENCE

CommuniGate, Sr Director Channels and Partners	4/2008 – 10/2008
Openwave Systems, Global Services Senior Manager	4/2005 – 4/2008
TeraSource, Senior Engagement Manager	8/2000 – 3/2005
TAOS, Strategic Account Manager	3/1999 – 1/2000
InfoSoft, Key Account Manager	6/1996 – 3/1999
BradsWorth International, Account Manager	4/1992 – 6/1996

PROFESSIONAL DEVELOPMENT

Google Squared, Diploma Digital Marketing & Leadership Course
Lonsdale Institute, Diploma Business Administration, Management and Operations
San Jose State University, Anthropology
Project Management Essentials
Miller Heiman Strategic and Conceptual Sales Training

PROFESSIONAL AFFILIATIONS

Partner, Barcelona Global (<http://www.barcelonaglobal.com/>)

Partner, IoT Gurus (<https://who.digigurus.net/>)

LANGUAGES

English and Spanish