

TED A. DONNELLY

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SALES AND MARKETING EXECUTIVE

Energetic sales leader and player/coach with a successful track record of building and leading enterprise and commercial sales teams that deliver rapid revenue growth, capture significant market share and improve profit margins. Skilled at building and leveraging resellers and channel partners to drive accelerated growth. Unique ability to unlock a team's potential while providing an environment for people to thrive and self-improve.

Key competencies include:

- Enterprise Sales & Strategic Accounts
- Business Development
- Reseller and Channel Sales Optimization
- Account Management and Global Sales
- Efficiency Tools and Salesforce CRM
- High Velocity Commercial Sales
- Team Development, Motivation & Leadership
- Startups and High Growth
- Strategic Alliance Management
- Cross-Divisional Teaming and Communication

PROFESSIONAL EXPERIENCE

IBM – Raleigh, NC

2016 to Present

US MANAGER, RETAIL AND DISTRIBUTION MARKET

Lead all sales and market development initiatives for this \$80 billion cloud and cognitive company. Directly managed US team of 12 sellers for IBM's Cloud Object Storage division, for both on premise and cloud deployments

- Industry leader responsible for Distribution markets in the US: Retail, Consumer Products, Airlines, Freight and Railway, Hotels, Travel Services, and Wholesale. Closed multi-million dollar contracts with YoY revenue growth exceeding 200%.
- Led solution development and optimization with IBM's backup and ecosystem partners: Panzura, CTERA, Veritas, Spectrum Protect, Nasuni, Rubrik, and Zerto.
- Managed internal solution enablement and cross-brand selling with IBM's on premise and cloud teams: Storage Systems, Cloud and Cognitive, Bluemix, and Watson AI.

PHONONIC DEVICES, INC – Raleigh, NC

2014 to 2016

DIRECTOR, IT INFRASTRUCTURE COOLING

Led sales, marketing and product development for this high growth thermal solutions company. Business unit leader managing all products and customer engagements for the IT sector including server, workstation, networking, storage, and personal computing.

- Developed and launched the industry's first active/passive solid-state CPU Cooler that delivered water cooling performance without the use of water. Enabled a new class of high performance computing products for the PC gaming and enthusiast market. Created content, branding and media strategy to accelerate market awareness and demand.
- Established Phononic's enterprise relationships with the industry's leading OEMs. Designed, manufactured and delivered the industry's first commercial OEM CPU Cooler leveraging Phononic's thermoelectric technology.
- Developed and launched sales strategy and opportunity management process in Salesforce. Established channel and reseller relationships for the Phononic CPU Cooler in the US and Europe.

VMWARE, INC – Raleigh, NC

2013 to 2014

NATIONAL PARTNER MANAGER

Led sales and go-to-market for this \$5.2 billion cloud and virtualization software company. Manage relationships, strategy development and sales execution in the Americas for NetApp, IBM and Lenovo.

- Drove all NetApp-VMware sales and go-to-market initiatives in the Americas, including high-velocity commercial selling motion and enterprise upsell/cross-sell programs. Led joint field engagements in the regions, including strategic account planning sessions and joint call center initiatives. Increased pipeline revenue by 200% in 6 months.
- Established Lenovo's VMware practice, VAR ecosystem and commercial selling motion in the Americas. Accelerated x86 server sales through training and sales enablement programs. Drove Lenovo's VMware (VSP) certifications levels from 5% to 100% in North America. Established sales and go-to-market "transition plan" in advance of Lenovo's acquisition of IBM's x86 server business in 2014.

NETAPP, INC – Raleigh, NC**2011 to 2013****DISTRICT SALES MANAGER, CAROLINA COMMERCIAL SALES**

Led sales, marketing, reseller and channel strategies for this \$6.2 billion Fortune 500 company. Manage inside and outside sales team for SMB, Mid-Market and Select market segments and directed an extended team of 20 with 6 direct reports.

- Drove converged infrastructure program in the Carolinas and accelerated sales of FlexPod (NetApp, Cisco, VMware) reference architecture. Achieved 110% Y/Y growth producing \$8M in FlexPod revenue, 30% of total sales.
- Grew revenue-per-headcount by 20% and closed six \$1M+ deals, up from three the previous year.
- Delivered 40% increase in share-of-wallet for Select accounts and secured 42 net new accounts – 70% Y/Y growth.

EXAR CORPORATION – Raleigh, NC**2010 to 2011****DIRECTOR OF SALES, STRATEGIC ACCOUNTS**

Led sales, alliances, planning and execution with strategic OEM partners. Managed cross-divisional teams to achieve strategic market share objectives and revenue plan with emphasis on vertical industries.

- Delivered 50% Y/Y growth for Neterion product line, Exar's flagship 10 Gigabit Ethernet adapter products for virtualized environments, servers and storage devices.
- Established Center of Excellence and product collaboration with IBM Server Division allowing Exar to secure strategic design positions with leading financial services companies on Wall Street.

ADVANCED MICRO DEVICES – Raleigh, NC**1995 to 2009****DIRECTOR, SOFTWARE ALLIANCES** (2006 to 2009)

Directed all business, engineering and partner initiatives with strategic Linux software partners (Red Hat, Novell) for this \$6 billion global technology leader and innovator for computing and graphics solutions. Led a 21-member global sales, engineering and marketing team in North America, Europe, and Asia Pacific regions.

- Created and executed AMD's Linux server strategy which contributed approximately \$180 million in AMD microprocessor revenue in 2007 - surpassed revenue goals by over 15%.
- Delivered \$20 million in incremental revenue through the creation of collaboration initiatives with Red Hat and Novell that enabled the delivery of high-value solutions to key vertical market segments.
- Developed and delivered hardware/software solution bundles with strategic OEM partners: Hewlett Packard, IBM, Dell, and Sun Microsystems – delivered 30% Y/Y growth.

IBM / LENOVO ACCOUNT DIRECTOR (2003 to 2006)

Led all strategic planning and execution initiatives for AMD: sales, engineering, product development, marketing, procurement, and executive relationships. Managed global account teams and delivered \$700 million in cumulative revenue. Developed and executed sales and marketing plans in the Americas, Europe and Asia Pacific.

- Led multi-year strategic server engagement that resulted in IBM launching the industry's first AMD Opteron-based server, breaking Intel's monopoly in the x86 server market - secured AMD's position as a mainstream server technology provider.
- Teamed with IBM to deliver joint technology solution to Los Alamos National Labs in 2006 - secured AMD design win and deployed over 1,000 servers, resulting in the industry's first Peta-Flop supercomputer.

SALES MANAGER, IBM ACCOUNT (1995 to 2003)

Led 25-member global sales team that delivered over \$100 million annually. Managed IBM corporate relationships, development locations, contracts and customer satisfaction issues.

- Achieved 200% revenue growth with IBM's Retail Store Solutions division
- Consistently exceeded 20% annual sales growth targets and managed relationships and quotas for manufacturer's representatives and distribution partners.

EDUCATION

Bachelor of Science in Electrical Engineering
STATE UNIVERSITY OF NY – Binghamton, NY