

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:

- Startup Companies and High Growth
- Large Accounts and Global Sales
- Reseller and Channel Sales Optimization
- Enterprise Sales & Strategic Accounts
- New Logo and High Velocity Selling Teams
- Cross-Divisional Teaming and Communication
- Market Segmentation and Solution Optimization
- Strategic Alliance Management
- Team Development, Motivation & Leadership
- Metric Management and CRM Integration

PROFESSIONAL EXPERIENCE

IBM – Raleigh, NC

2017 to Present

US MANAGER, FINANCIAL SERVICES AND DISTRIBUTION MARKET

Led all sales, go-to-market and integration initiatives for this \$80 billion cloud and cognitive company. Managed US Financial Services Market (FSM) team of 10 sellers for IBM's Cloud Object Storage division, formerly Cleversafe.

- Directed Unstructured Data Teams for US Financial Services Market with each selling team exceeding 100%-to-plan for the most recent 2018 sales period.
- Secured strategic wins at over 20 of the largest Financial Services Companies with growth exceeding 200% YoY.
- Led internal FSM solution enablement initiatives and cross-brand selling with IBM's on-premise and cloud teams: Storage Systems, Cloud and Cognitive, Bluemix, and Watson AI.
- Led cross-divisional Enterprise and Commercial teaming initiative to accelerate new logo acquisition.

CLEVERSAFE – Raleigh, NC

2016 to 2017

REGIONAL MANAGER, RETAIL AND DISTRIBUTION MARKET

Led all sales and market development initiatives for this Object Storage startup company. Managed Eastern US team of 6 sellers for Cleversafe's on premise and cloud business.

- Industry leader responsible for Distribution markets in the US: Retail, Consumer Products, Airlines, Freight and Railway, Hotels, Travel Services, and Wholesale. Closed multimillion-dollar contracts with YoY revenue growth exceeding 100%.
- Led solution development and optimization with Cleversafe's Alliance partners: Panzura, CTERA, Komprise, Nasuni.

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, marketing and customer engagement strategies for new products. 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 programs in the Southeast 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% YoY 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, SALES AND STRATEGIC ALLIANCES

Directed all sales, business development, and partner initiatives for this \$6 billion global technology leader and innovator for computing and graphics solutions. Led a 21-member global team that delivered over \$100 million annually.

- 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.
- 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.

EDUCATION

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