



MICHAEL ANDERSON

DIRECTOR OF CHANNEL SALES

PROFILE

Accomplished Channel Partner Executive with a robust background in technology and telecommunications, possessing over 15 years of experience in building and managing high-performing partner ecosystems. Expertise in driving channel sales growth through innovative strategies and exceptional partner support. Skilled in leveraging market insights to inform strategic decisions and enhance partner profitability.

EXPERIENCE

DIRECTOR OF CHANNEL SALES

Tech Innovators Corp

2016 - Present

- Led a team of 10 channel sales professionals, achieving a 50% increase in channel revenue over three years.
- Analyzed partner performance data to identify areas for improvement and implemented targeted growth strategies.
- Developed tiered partner programs that incentivized performance and rewarded top-tier partners.
- Conducted quarterly business reviews with key partners to align on goals and objectives.
- Utilized advanced analytics tools to forecast channel sales trends and inform strategic planning.
- Established strong relationships with C-level executives in partner organizations to drive engagement.

CHANNEL ACCOUNT MANAGER

Telecom Solutions LLC

2014 - 2016

- Managed a portfolio of 25 channel partners, resulting in a 45% increase in sales within the first year.
- Collaborated with marketing teams to create promotional materials tailored to channel partners.
- Implemented a partner feedback system that improved communication and partner satisfaction.
- Trained partners on product features and benefits, leading to a 30% increase in product adoption.
- Facilitated partner networking events to foster collaboration and share best practices.
- Tracked and reported on sales performance metrics, presenting insights to senior management.

CONTACT

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SKILLS

- Channel Strategy
- Partner Relations
- Sales Management
- Data Analysis
- Team Development
- Communication

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN BUSINESS
ADMINISTRATION - UNIVERSITY OF
MICHIGAN

ACHIEVEMENTS

- Recipient of the 'Excellence in Partner Management' award for outstanding partner engagement in 2021.
- Successfully launched a new partner portal that improved resource accessibility and communication.
- Achieved a 20% reduction in partner churn rate through enhanced support initiatives.