



Anna Brown
Director of Business
Development
and
Associations
Management Services
Practice Lead

About

Anna Brown is an operations and sales professional, bringing more than 7 years of operational experience combined with 10 years of marketing and business development expertise.

Anna has been serving as a consultant for Trimaxsecure for four years while consecutively consulting for such organizations as Microsoft and managing business for organizations of a smaller scale. As a Business Development Director and a lead for Associations Management Practice for Trimaxsecure Anna has been involved in business planning activities, advised the leadership team on business development and marketing strategies, managed customer and partner relationships, marketed and promoted TrimaxSecure technology services via different marketplaces and platforms, engaged with clients and oversaw work between technical and design teams on delivery of services, built Management Services Practice and coordinating relationships with association stakeholders.

She has dedicated time developing and providing mentorship to four interns from the University of Minnesota.

During her time at Microsoft Anna was responsible for development and execution of effective marketing strategies, building successful programs, management of access to financial incentives, and ensuring effective collaboration with a variety of different stakeholders including C-Suite. She had an opportunity to manage partner business exceeding 40mil, her accomplishments included three Microsoft Partner of the Year awards – the most recognized Microsoft Partner award, ensuring access for her managed partners to one of the most prestigious Microsoft conferences, consistently exceeding of her targets in sales, business development and event management by 140% and business and operations management by 990%.

Anna consistently demonstrates her dedication to customers and has gained recognition for being a partner and customer advocate during her time at Microsoft. She excels at finding creative solutions and greatest efficiencies for her clients while utilizing the tools and resources at hand.

Anna is an overachiever who believes in teamwork, knowledge sharing, effective collaboration with regard to cultural differences, perpetual learning, growth mindset and innovation through technology.