

Anna Brown
Marketing, Sales and Operations Professional

PROFILE

Accomplished marketing, sales, operations lead with experience in change and product management. Demonstrated accomplishments in increasing revenue through delivery of strategic initiatives and processes.

- Event Management
- Operations, Change and Product Management
- Process improvement
- Business development and partner channel
- Relationship management
- Staff management
- GTM strategy and execution
- Development of tactics to support global initiatives
- Cloud technologies, productivity solutions
- Dynamics, SharePoint, Power BI, Microsoft 365 suite, PowerApps

PROFESSIONAL EXPERIENCE

Director of Business Development, TrimaxSecure

2019 - present

Accountable management of strategic partnerships, development and execution of GTM strategy including use of social media, branding and messaging, marketplace listings, building pipeline through facilitation of events and technical pre-sales activities. Responsible for coordinating work with design, marketing, engineering and other teams supporting customer projects.

- Optimized marketing strategy in coordination with the leadership
- Provided end to end event management and marketing support
- Introduced budget control processes
- Managed a team supporting various marketing projects including website development and design, social marketing initiatives
- Managed customer relationships
- Reduced staffing expenses through introducing new HR processes that assured transparency

Product Manager and Change Support, Microsoft MCAPS(contract)

Feb 2022 – January 2023

Supported the launch and execution of a Microsoft internal initiative to promote compliance to security standards and enforcement of security practices. Lead development, implementation and adoption of Change Management Dashboard (solution designed for tracking of change and managing projects and programs within Microsoft)

- Supported the training work flow by helping develop the content and facilitating discussions to build video tutorials and training materials
- Built a dashboard in collaboration with the CM team that helped ensure visibility to the progress of various workstreams
- Ensured that the dashboard is built to the client's specifications and is adopted successfully by various teams
- Built the user manual and technical documentation for the solution

Project Manager, Microsoft Teams WW GTM (contract)

Dec 2020 – January 2022

Contributed to building FY22 program for global ISVs through collaboration with multiple stakeholders and teams at Microsoft. Responsible for supporting GTM coordination and execution for global and local area ISV partners.

- Facilitated joint marketing activities including workshops, roundtable discussions, wrote event workflows for FY 22
- Created BoM templates and guidance for partners (solution creation: presentation decks, technical deployment guides, one pagers)
- Managed alliances between Microsoft teams and partner by running strategic meetings to drive joint partnership activities
- Worked with partner marketing teams to customize BoM, joint marketing and social campaigns

- Ensured availability of marketing collateral to Microsoft sales teams via newsletters, and sales enablement with CSUs

Program Manager, Microsoft US Area Win Room (contract)

2020

Responsible for supporting US Area Win Room to review and coordinate funding investments across US sell with teams.

- Facilitated and managed (bi)weekly funding meetings between area practice leads and sellers
- Issued documentation to support access to investments
- Assisted in establishing investment funds submission guidance for Microsoft sellers
- Project management hygiene including meeting management and action follow ups

Microsoft Alliance Manager, TechWise Group

2019

Accountable for alignment with Microsoft and driving joint top line revenue growth through understanding Microsoft strategy, establishing strong relationships with Microsoft field and assuring access to investment funds and incentives.

- Established practice development engagement framework, best practices for product and service offerings, engaged with Microsoft sales and account management teams
- Established repeatable process for solution branding and GTM, standardized marketing materials
- Worked with the technical and marketing teams to develop and establish Data and Analytics practice. Introduced the IP into Microsoft internal and external Marketplaces
- Streamlined, improved marketing content, presentation and messaging which resulted in 10x increase in customer engagement, unique clicks and increased traffic to the website
- Improved productivity of the sales team and quality of customer data through introduction of "360 Customer View" framework and utilization of business intelligence tools. Created a marketing strategy that allowed to operationalize sales processes and contribute to amplified productivity

Co-Sell Desk Lead for Technical Validation, Microsoft (contract)

2018 - 2019

Worked with Microsoft Leadership Team (GTM Leads, Partner Technical Managers, Microsoft regional leads) to execute Technical Validation Program across all Microsoft regions at a global scale. The program assured compliance with Microsoft guidelines regarding payout on IP Co-Sell incentive to Microsoft sellers.

- Defined prioritization of solution validation based on partner reported revenue impact, provided reporting to the leadership and the PM
- Advised Microsoft leadership team on tools utilization and role assignment: validation by technical roles, utilization of appropriate tools to assure automated, real time reporting and ways to avoid potential for human errors.
- Ensured accuracy of results globally
- Tracked progress and adherence to the guidelines set forth by Microsoft
- Informed all involved parties about programmatic changes
- Helped establish best practices for efficient execution of the project through communication with a variety of roles within the organization, simplified workflows
- Built workflows for the support desk
- Provided feedback to the leadership team from all roles regarding the program and its effects on partners

Inside Partner Development Manager (NSI), Microsoft (contract)

2017 - 2018

Responsible for business development aligning 5 national SI partners to Microsoft objectives, drove partner performance based on business priorities, ensured alignment. Worked with Microsoft partners to identify solutions for Microsoft catalog of solutions through analysis of their practices and pipelines.

- Connected partner reps with Microsoft sellers at scale for joint co-sell via working with various sales teams, territory managers and regional directors.
- Worked closely with partner reps to ensure accuracy of reporting across multiple Microsoft platforms.
- Supported partners in sales activities via providing necessary marketing materials, assured their access to trainings and educational events, supported partner events. Was responsible for troubleshooting any issues with Microsoft tools and communicated with appropriate teams within the organizations to establish workarounds and best practices. Provided visibility to Microsoft leadership on issues related to the partner experience.

- Contributed to ~48% increase in ACR across partner portfolio
- Contributed to \$38mil in co-sell deals across partner portfolio
- Exceeded KPI for co-sell by ~900%
- Three out of the 5 managed partners received 2018 Microsoft Partner of the Year awards

Business Development Manager, Microsoft (contract)

2016 - 2017

Responsible for developing Microsoft business in SMB and commercial accounts uncovering opportunities and growing pipeline and incremental revenue in Microsoft partner organizations via facilitation of events which ensured partner visibility

- Developed and implemented national campaign engaging with professional organizations: identified opportunities, worked with presidents and event facilitators on delivery of in-person and virtual events. Contributed to revenue growth for partners – Azure, Dynamics 365, Modern Workplace engagements
- Exceeded KPI for FY17 by 140%

EDUCATION

West Texas A&M - Canyon, TX

2018

Master of Finance and Economics

University of Utah - Salt Lake City, UT

2012 - 2014

BA, Business Management

CERTIFICATIONS

- Azure Fundamentals (AZ-900)
- Enabling Mobility and Security with Windows 10
- Pitch Perfect Azure
- Reinventing Business Productivity (Office 365)