

# DENISE REESE

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As a **Global Sales and Strategic Alliances Executive**, I've always had success leveraging my consultative sales and software industry expertise to accelerate commercial growth, expand the business footprint, and build client partnerships. Throughout my career, I have been instrumental in building businesses, generating multi-million-dollar revenue growth, and orchestrating the delivery of large-scale software engagements. Whether strategizing on client solutions, driving the adoption of new features, software, or platforms, cultivating relationships with C-suite clients & target prospects, or devising Go-to-Market (GTM) plans, my consultative sales and business development skills have been key factors in my success.

My professional experiences, working with C-suite executives, strategic partners, teams, and global customers, have contributed to my career growth and given me a diverse business perspective. I bring an entrepreneurial and results-driven mindset, a strong executive presence, and excellent communication and leadership skills. Clients, partners, and internal stakeholders highly value my insights and industry expertise in providing unique solutions to solve pain points and business challenges. I welcome the opportunity to leverage my skill set and experience to make positive contributions as a Fractional CXO. Please see below a few career highlights.

## **Business Development**

- Scaled the AWS Professional Services business in the Southeast US, delivering \$5M in revenue from scratch; accelerated adoption of the AWS platform and expanded cloud services among enterprise customers.
- Established US market for software provider; produced and executed the GTM strategy, developed the sales playbook and customer engagement strategies, and formed strategic partnerships to build market presence.

## **Partner Sales & Relationships**

- Teamed with AWS Enterprise Sales to strategize on account opportunities; evaluated customer's platform utilization and formulated sales strategies to increase usage.
- Partnered with AWS Sales Leadership to create the AWS-Accenture GTM strategy and collaborated on joint sales planning and pipeline development; drove a 111% increase in sales to \$250M by expanding the AWS footprint within current clients and gaining ~30 net new sales.

## **Client Growth**

- Produced immediate revenue capture opportunities and delivered \$5M+ in new logo revenue and built a \$10M opportunity pipeline.
- Led transition to new staffing model that enabled enhanced service and project delivery and facilitated opportunities to upsell services and expand the footprint within the client base.

My values center on innovation, customer focus, and collaboration to produce high-quality results. My success stems from my strong work ethic, initiative, and passion for becoming a valuable contributor as a Fractional CXO.