

# Brian Brogan

## Global Sales, Business Development and Partner Ecosystems

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Dynamic and results-driven sales executive with experience in enterprise software sales, services, business development and channel sales management. Proven track record of driving significant revenue growth through innovative partnerships and effective go to market strategies. Recognized for expertise in building and nurturing global sales channels, system integrators, service providers, cloud hyperscale's, and strategic partnerships. Strong communication, networking, and negotiation abilities. Known for fostering a culture of trust and respect within teams. Excels in exceeding sales targets and delivering consistent annual growth and over achievement.

### Competencies

- Enterprise, B2B Sales, SaaS Sales
- Sales & Go-To-Market Strategies
- Sales Operations & Pipeline Management
- Solution and Collaborative Selling
- Driving Revenue Growth Through Partnerships
- Team Building, Hiring, Training & Retention
- Strong Communication and Leadership Skills
- Business Development, Partner Strategy, Account Management

### Work Experience

#### Vice President Global Sales, Business Development and Partner Ecosystems

2021 - 2023

PANZURA

- Led transition and growth from SMB to the Enterprise at a hybrid multi-cloud data management firm, overseeing the Global Direct Sales Team, Partner, Business Development, Sales Engineering and Technology Alliance Organization.
- Spearheaded new high-value relationships and new revenue streams, implementing sales processes, go to market strategies, and global channel strategy and development.
- Managed team selling Data Management, AI, Analytics, SaaS, BI, Services and Cybersecurity Solutions fostering a collaborative, accountable, and team-oriented culture.
- Developed a partner ecosystem with Microsoft, AWS, Google (GCP), Oracle, MSPs, ISV, Resellers, VARs, and System Integrators that included Marketplace listing, Co-Sell, Co-Development, ISV Solutions, Joint Account Development, and Account Mapping.
- Generated millions in new incremental pipeline and revenue through new customer acquisition, customer expansion, strategic planning, new partnerships, demand generation programs growing revenue \$30M to \$60M.
- Part of Leadership Team presented to Investors that resulted in \$85 Series B Funding.
- Built EMEA and LATAM GTM Sales, Distribution, Alliances and Key Resellers.

#### Vice President Global Sales and Strategic Partnerships

2019 - 2021

AUTOMATION ANYWHERE

- Led strategic direction for AUTOMATION ANYWHERE, a leader in Robotic Process Automation (RPA) and Artificial Intelligence (AI), by establishing and monetizing alliances with technology cloud companies like Microsoft, Oracle, SAP, Workday, Salesforce, AWS, ServiceNow, Accenture, and other System Integrators leading to new revenue streams and strategic investment by partners.
- Designed deal structures, co-selling initiatives to amplify enterprise solutions, sales, and Go to Market (GTM) efforts, business development optimizing deal size and market share with joint solutions, key account mapping, and marketplace listings, while implementing a robust partner ecosystem framework.
- Generated tens of millions in new incremental pipeline and revenue 120% within the first six months.

#### Vice President Sales, Cloud, ISV, and Embedded Solutions

2014 - 2019

SAP

- Built and led Sales, Technical, Business Development Teams focusing on selling SAP solutions, cloud, IoT, edge, database, analytics, ERP, embedded technologies, and services.
- Developed and executed GTM strategy across Enterprise, SMB, Start-ups.
- Established industry leading partnerships, streamlined internal communication, and facilitated collaboration across multiple cross-functional stakeholders, sales, marketing, and product management.
- Generated revenue of \$100M through SAP Partner Ecosystem with strategic sales, partnerships, and new customer acquisition.
- Developed joint partner and customer business plans, go to market, marketing programs, sales enablement initiatives.
- Developed and directed an SAP acquisition deal worth \$2.4B.

**Vice President of Global Sales and Business Development**  
GAZZANG (CLOUDERA)

2013 - 2014

- Recruited to improve operations and drive market growth for a 3-year-old startup specializing in Cloud Security for big data and cloud environments.
- Revitalized sales team by overhauling processes, building key relationships, installing sales tools, pricing models resulting in the acquisition by CLOUDERA.
- Provided leadership to the Global Enterprise Sales, Business Development and Channel Organization cultivating high-value relationships with key partners leading to new revenue sources with focus on enterprise sales.
- Augmented revenue 100%, secured 98% renewals, negotiated agreements, and positioned the company for investors.
- Drove significant expansion in Fortune 100 accounts and developed a strong pipeline of new business.

**Regional Vice President Sales**  
VERINT

2012 - 2013

- Recruited and developed the West Region Sales Team by providing strategic leadership and promoting a culture of collaboration and solution-oriented selling. Spearheaded initiatives for team building, continuous professional development, and cross-functional collaboration to drive performance.
- Successfully exceeded revenue objectives for the region for the first time in three years. This was accomplished through market analysis, strategic account planning, and aligning resources.
- Generated expansion in customer base and developed a strong pipeline of new business. Identified and capitalized on emerging market opportunities, strategic partnerships, to ensure sustained growth.

**Vice President, Global Sales Channels, and ISV's**  
OPENWAVE SYSTEMS (UNWIRED PLANET)

2009 - 2012

- Established global sales channels in North America, LATAM, EMEA, and APAC for an innovative mobile company.
- Led indirect sales channels and business development for OEMs, BPOs, Cloud Providers, ISVs, Data Center Integrations, and Technology Partners optimizing network resources, launching smart mobile services, and messaging solutions.
- Built and fostered partnerships with Microsoft, IBM, HP, ALU, F5, Cisco, Ericsson, Juniper.
- Drafted messaging and value proposition with corporate and product marketing teams.
- Designed best-in-class, channel-ready products/services with GTM programs.
- Generated 30% of company revenue by establishing new partnerships.

**Vice President Sales Channels and Global Partnerships**  
DELL/EMC CORPORATION

2004 - 2009

- Led the Alliances and Channels Team that included distribution, resellers, services, GSI's and technology partners. focusing on scaling revenue growth through strategic partnerships.
- Increased average deal size and transactions by 50% with Partners through joint solutions.
- Major contributor positioning Legato's acquisition by EMC.
- Integrated company's acquisitions into sales and channel expanding customer relationships.
- Developed System Integrator Program (Deloitte) with go to market and professional services program, recognized as one of the most highly innovative and successful by EMC.

**Education**

**Iona University**

Master of Business Administration, Finance  
Bachelor of Business Administration, Marketing

**Dartmouth University**

Executive MBA Program

**Santa Clara University**

Executive in Residence, MBA Program

**Silicon Valley Leadership Group**