

STRATEGIC MANAGER

Highly accomplished relationship manager with 20+ years of proven experience driving revenue growth through business development and strategic partnership management across multiple channels and verticals. Expert in developing profitable programs that capitalize on market opportunities, with a strong focus on retail, mobile, and e-Commerce channels. Experience in collaborating with cross-functional teams to find innovative paths to reach business goals, creating audience focused communications, thinking strategically and creatively while ensuring flawless execution, and developing people.

CORE COMPETENCIES

- Business Development & Growth
- Strategic Planning & Execution
- P&L Management / Cost Control
- Channel & Partner Management
- Quarterly Business Reviews / KPI
- Continuous Process Improvement
- Cross-Functional Collaboration
- Team Leadership & Management
- Global Resource Coordination

PROFESSIONAL OVERVIEW

POLY (FORMERLY PLANTRONICS), Santa Cruz, CA and San Jose, CA

08/2017 – Present

Head of Product | Global Software

Promoted to lead a high performing, customer focused team focused on developing market leading device management solutions.

- Lead a team of product, business and operation managers managing a portfolio of cloud and on-premise based monetized software SaaS solutions.
- Direct the product and business strategy for software that manages Poly video, phone and headset communication endpoints.
- Collaborate with engineering and GTM teams to launch solutions to solve Enterprise IT and Channel Partner pain points.

Sr. Business Development Manager | Global Software

Promoted to lead the commercialization strategy to enable growth of the company's worldwide software as a service (SaaS) business.

- Created and executed on a business plan that resulted in YOY increases in revenue bookings of 82% and active users by 244%.
- Collaborated with the Services team to launch the first monetized Professional service to consult on UC adoption best practices.
- Partnered closely with Sales to share best practices and minimize roadblocks for building customer new pipeline and renewals.
- Led key business initiatives such as executive business reviews, channel strategy, forecasting and pricing models.
- Managed the roadmap for business tools that include Salesforce and Oracle and a team that executes ordering processes.
- Worked with finance, legal, sales, channel, and marketing to minimize risk and maximize customer and partner opportunities.

Senior Business Development Marketing Manager | Plantronics Manager Pro APIs

Led partner integration and commercialization plans to grow the newly launched Plantronics Manager Pro SaaS business with solutions that provide valuable asset management and analytics for market leading Plantronics headsets.

- Launched the first API partnership with Nectar, an end-to-end diagnostics solution to troubleshoot call quality issues.
- Analyzed market data from Enterprise Unified Communications and Call Center segments to inform integration strategy.
- Worked with system integrators, managed service providers, and independent software vendor partners in key alliance ecosystems with software platforms like Microsoft and Genesys.
- Built go-to-market strategic plans with a path to revenue through common distributor and reseller channel partners.
- Led marketing launches for targeted partner integrations which included web, social media, public relations and sales training.

PAYPAL, San Jose, CA

05/2014 – 05/2017

Business Development Manager | PayPal Here SDK

Promoted to secure new business and manage current software POS partners that integrate in-person card payments. Targeted and consulted new partners, negotiating contracts for iOS, Android, and Windows application integrations. Managed 20 small and large partnerships, grew new partnerships to multi-million dollar recurring payment revenue.

- Top performer and President's Club Award Winner for signing new business and growing existing PayPal software partnerships.
- Optimized new partner launch plans and accelerated merchant onboarding for existing customers by partnering cross-functionally with PayPal Here Product, Technical, and Marketing to grow payment transactions in the partner solution.
- Developed business cases that analyzed key metrics with Finance, and negotiated deal terms with mobile software partners.
- Took the lead on streamlining SDK Program operations, including adding Salesforce functionality for onboarding partners and merchants, paying partner revenue share, managing pricing processes, and forecasting devices, which led to hiring and managing the team's Operations Manager.

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Retail Business Development Manager | PayPal Here

Recruited to PayPal to secure new business and manage retail partners to sell the PayPal Here card reader in-store and online.

- Grew the business across numerous channels of current retail partners, including flagship brands such as Staples and AT&T.
- Generated a \$100K savings by negotiating and finalizing the 2015 Staples Marketing Contract, resulting in an agreement to review program ROI quarterly to determine marketing investment.
- Took the lead in the successful revitalization of the Office Depot partnership, including both in-store and e-Commerce channels.

HEWLETT-PACKARD, Sunnyvale, CA

12/2007 – 04/2014

Business Development, Worldwide Partner Manager | HP Printing & Personal Systems Group

Promoted to grow global relationships with worldwide technology partners, including Google, Amazon, Netflix, Evernote, Intuit, and Box. Increased revenue with software partner offers across Consumer and Commercial PC, Laptop, Tablet, and Web touchpoints.

- Produced multi-million dollar revenue and product differentiation with Windows, Android, and Web software applications.
- Guided and managed the partnership between HP and Google for the worldwide launch of the HP Chromebook portfolio.
- Collaborated cross-functionally with HP Legal and Finance on partnership contract management.
- Maximized ROI by hosting partner business reviews on partnership strategy, performance, and future prioritization.
- Mentored, trained, and developed two colleagues on career development, resulting in promotions for each individual.

Partner Deployment Manager | HP Personal Systems Group, Americas Region

Maximized HP revenue opportunities and customer experiences by partnering with Gaming and SMB software companies, including Microsoft and Intuit. Collaborated cross-functionally to ensure partnerships operated to HP's standards and business models.

- Drove multi-million dollar revenue streams and strong customer loyalty by creating high-impact marketing programs, and by sharing success stories across partnerships including social media strategy.

Channel Marketing Manager | HP Home and Home Office, Consumer Services

Managed a \$25M P&L for HP Consumer Services Online, including care packs, installation, and consultative services. Led growth of services throughout the US and Canada for HP Consumer laptops, desktops, monitors, and printers.

- Created marketing plans to grow revenue, including attaching business through web and call center through price promotions.
- Led numerous successful Consumer Services product launches, including installation services and House Call for laptops; developed, updated, and presented service-focused training for sales and customer service.
- Promoted HP Consumer Services by utilizing technology embedded in PCs and social media platforms, such as Facebook.

FEDEX SERVICES, Collierville, TN

08/2005 – 11/2007

Senior Marketing Specialist | Retail & e-Commerce Industry Consultant

Subject Matter Expert (SME) for FedEx Retail and e-Commerce across store, internet, and catalog channels. Produced industry marketing plans including budget, events, advertising, articles, research, consumer consultations, and sales tools. Targeted key online influencers and managed relationships with associations, media, and academic personnel.

- Managed FedEx's participation at e-Commerce events, and created the first-ever e-Commerce customer forums.
- Played a key role in the design and launch of numerous websites, including Fedex.com/ecommerce and retail.fedex.com.
- Managed web and print advertising with Internet Retailer, MultiChannel Merchant, and Chain Store Age.
- Led a webinar presentation produced by MultiChannel Merchant which drew an online audience of over 300.
- Led collaboration with Texas A&M University's Center for Retailing Studies and managed a retail research project student team.
- Conducted Voice of the Customer (VOC) research for customer insight which influenced FedEx new product development.
- Top performer receiving numerous FedEx awards, including Quarterly Marketing Award, Rising Stars, Bravo Zulus, and Shining Star Award.

== EDUCATION & PROFESSIONAL DEVELOPMENT ==

UCSC Silicon Valley Extension – **Marketing Management Certificate, Digital Marketing**

Middle Tennessee State University - **Master of Business Administration (MBA)**

Murray State University - **Bachelor of Science (BS) in Business, Marketing**

Competent Communicator Award – Toastmasters. Microsoft Office Suite, Salesforce, JIRA, Slack, Oracle, Windows, iOS, Android.