

ALLAN BROWN

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Professional Profile

Solution Development • Marketing • Strategic Alliances

Strategic Business Development specialist with over 17 years experience in the High Technology, Product Development, Communications, and Alliance Management industries. Expertise in managing diverse cross-functional teams in meeting corporate sales and marketing objectives. Exceptional ability to understand and identify new technologies and incorporate these technologies into sales and business development opportunities that stimulate business growth.

Career Highlights

- Launched the first non-storage solution with EMC for the Retail sector that closed one pilot account for \$36M and is on run rate to hit its first year target. Successfully negotiated senior executives at both companies through difficult competitive positioning between two of the core products in the solution. *(Cisco Systems)*
- Launched a business continuity solution and drove global sales business development to close \$9.3M in its first year. Also developed an EMEA-wide business continuity road show with Hewlett Packard storage marketing in Switzerland that accounted for 70% of the revenue. *(Cisco Systems)*
- Developed the first generation Strategic Alliances Dashboard. Led a series of discovery sessions with Strategic Alliances leadership that mapped their key business processes to 13 different management applications and provided a single dashboard view that saved around \$250K annually. *(Cisco Systems)*

Core Competencies

Solution Development
Strategic Alliances
Negotiations

Sales
Product Launch
Business Development

IT/ High Technology
Program Management
Corporate Marketing

Professional Experience

SIEBEL SYSTEMS, INC.

1998 to Present

Business Development Manager, Strategic Alliances (2003 to Present)

Directs all solution development for the EMC alliance team leading industry vertical, IT consolidation, security, storage, and data center solution programs. Identifies opportunities to combine brands and technology values for presentations to the B2B customers. Develops programs to get the targeted partners' attention.

- Dedicated one year to the EMC alliance, two years to the IBM alliance, and two years to the HP alliance.
- Leveraged the sales and marketing prowess of EMC through execution of joint sales webinars and road shows for the EMC sales force on Payment Card Industry (PCI) Solution for Retail and pulled in EMC's retail marketing manager to help drive the EMC training as well as join into deeper retail industry conversations with Cisco.
- Brought joint business continuity solution to market, including a tactical field roll out, which both Cisco & Hewlett Packard Storage Business Unit senior management tout as an example of alliance success.

Siebel Systems continued:

- Persisted in discovery conversations with EMC and Oracle, who were looking for reasons to work together, that led to commitments to develop an accelerated application and data warehouse solution.
- Created a solution “funnel” governance process that provides a snapshot of solution market opportunity, relative ROI, and shortened evaluation time by 30 days. Used governance process to retire a \$30K per month solution joint-program-office and refocus the sales efforts to harvesting existing pipeline.
- Drove inclusion of Cisco Contact Center into an IBM retail banking solution. Influenced banking industry leadership at IBM to break with Avaya and include Cisco. The solution became a proof point for Cisco’s growing contact center practice within IBM Global Business Solutions.
- Brokered negotiations to acquire “expert on demand” technology for a Cisco IBM insurance industry contact center solution. Cisco’s business unit general manager ultimately decided to build in-house which terminated the relationship on this project.
- Launched a joint business continuity solution to boost lagging IBM interest in Cisco Storage Area Networking. Created a Center of Competence to close data center business with companies like Harley-Davidson and jointly wrote the services business case with IBM Global Services.
- Wrote the business case to convert PBX telephones to IP Telephony, which comprehensively analyzed the ROI inherent in the relationships, including three, four, and five-year payback analysis. The case was used by Cisco and Accenture to win the State of Arizona.

Internet Marketing Manager/ Strategic Alliances & Service Provider (1998 to 2003)

Managed a team of two in Strategic Alliances and a team of five in Service Provider Line of Business. Directed strategic business process analysis of Strategic Alliances, refocusing the IT tools development that feed into the Strategic Alliances Dashboards. Designed Web marketing best practices that reduced the need for specialized Web marketing manager and transitioned role to business development focus.

- Created the overall Web strategies that increased effectiveness of Strategic Alliances and Service Provider communications, and consistently improved operations and reduced Web production costs, while maintaining high throughput production.
- Created the Strategic Alliances “Wins Spotlight”, a Web database that reduced the time to produce a “win” by half and saved Cisco \$20,000.
- Designed Internet communications plans which extended Strategic Alliances presence through its own Web sites as well as corporate portals. Also managed a team of two to execute daily Web operations, streamlining Web operations down to one contractor, saving \$100K annually in the process.

Lemon Tree Communications

1991 to 1998

Sales & Marketing Management

Directed overall Internet marketing for the company. Served as both strategic and tactical specialist. Wrote sales collateral and white papers. Led Web site and tools development. Managed a four-person technical publication team. Served as a consultant in marketing communications with emphasis on helping companies create effective sales tools.

- Developed marketing plans to capture a \$10M business for a virtual photo tour product in the real estate market for LivePicture.
- Honored as the top performing sales representative spanning a series of CAD/CAE companies. Some highlights include: Introduced new product to US from Japan, global account manager for Apple, major account manager for Lockheed, Lawrence Livermore National Labs & LSI Logic.

Education & Professional Development

BS, Marketing

Carleton University (Hollister, CA)

Technical Expertise: MS Office applications, Internet applications development and delivery, Web content creation and management