

 (555) 678-1234

 roger.williams@email.com

 Golden Valley, MN

## EDUCATION

### **Bachelor of Science (BS) in Business Administration**

St. Mary's University of Minnesota,  
United States, Minneapolis, MN  
2003 - 2007

## SKILLS

- Channel Sales Strategy
- Incentive Program Development
- Market Analysis and Strategy
- Co-Branded Marketing Campaigns
- Negotiation and Contract Management

# ROGER WILLIAMS

## CHANNEL SALES DIRECTOR

### PROFESSIONAL SUMMARY

Results-oriented Sales Director with over 13 years of experience in developing and managing relationships, driving sales growth, and optimizing channel strategies. Adept at implementing innovative sales initiatives, conducting market analysis, and fostering long-term partnerships.

### EXPERIENCE

- March 2018 - Now

#### **Channel Sales Director**

**TechSol Inc.** / United States, Minneapolis, MN

- Develop and execute channel sales strategies that drive a 45% increase in generated revenue over three years.
- Lead a team of 15 channel managers, providing guidance and support to optimize engagement and performance.
- Implement a robust partner incentive program, boosting participation and loyalty by 25%.
- Collaborate with marketing to create co-branded campaigns that enhance partner visibility.

- July 2013 - February 2018

#### **Senior Channel Sales Manager**

**Innovative Networks** / United States, St. Paul

- Launched a portal that streamlined communication, resource sharing, and tracking, resulting in a 27% increase in satisfaction rate.
- Conducted regular performance and business reviews, identifying areas for improvement and opportunities for growth.
- Negotiated and secured new partnership agreements, expanding the network by 15%.
- Developed and presented quarterly sales forecasts to executive leadership, ensuring alignment with corporate goals and objectives.

- May 2011 - June 2013

#### **Channel Account Manager**

**NextGen** / United States, Bloomington, MN

- Organized and facilitated events and training sessions, enhancing product expertise.
- Created customized sales and marketing materials, improving the effectiveness of partner-led efforts.

- Analyzed market trends and competitor activities to provide strategic insights and recommendations.
- Assisted in the development and execution of joint marketing campaigns, resulting in a 20% increase in lead generation.