



## PROFILE

Self-motivated, result's driven professional with a diverse background in Strategic Alliances, Channel Management, Sales, Business Development and Customer Support with 14 years of progressive experience.

Consistent sales over achievement. Creator of numerous demand generation and channel development programs that boosted revenue and Identified new profit opportunities.

Specialties: strategic alliances, channel management, distribution, VAR/ISV account management, sales, marketing, business development, strategic thinking

## CONTACT

PHONE:  
513-399-1898

WEBSITE:



EMAIL:  
welchjt22@gmail.com

# JASON WELCH

## Strategic Alliance Manager

## EDUCATION

**University of Cincinnati** – B.A. Marketing – 2010-2014

## WORK EXPERIENCE

### **Foxit – Strategic Alliance Manager**

08/2023–Present

- Responsible for all business development and revenue growth for our Salesforce integration
- Salesforce ecosystem partner recruitment and development of partner program
- Responsible for advanced product development and launch of two new product solutions

### **LeaseQuery – Channel Partner Manager**

09/2021–04/2023

- Manage signed partners to grow partnership through marketing, training, enablement, and relationship management - focused on partner referral growth
- Go to Market strategy lead with partners
- Achievement of 108% KPI attainment YoY

### **Spacepole – Channel Account Manager**

10/2019–09/2021

- Identifying and developing new and existing reseller (VARs, DMR, ISVs, MSP, OEM) relationships
- Managing our qualified distribution partners book of business (Bluestar, Ingram, Scansource, Synnex)
- Grew managed accounts 52% YoY from 2019-2020 with average Slip / Gain by 107% growth resulting in \$2M sales

### **Bluestar – Business Development Manager**

04/2017–10/2019

- Maintenance, support, and relationship development with all existing Vendor's approved/certified/registered resellers and Vendor's book of business totaling \$35M in annual sales
- Development and execution of the Vendor/BlueStar annual Business Plans for sales regions
- Development of content for all the marketing and business development collateral for BlueStar/Vendor micro-sites, catalogs, solution sales sheets, product mailers, newsletters, and other promotional programs

### **AWI, Inc. – National Account Manager**

08/2015–01/2017

### **Time Warner Cable – Retail Partnership Account Executive**

09/2014–08/2015

### **AT&T – National Retail Field Manager**

09/2012–09/2014

### **Target Mobile – Sales Manager**

11/2011–08/2012