



TOP 55

## Channel Visionaries – 2017 TOP 55 Cloud Channel Executives

### Mary Catherine Wilson – Director, Global Channel Marketing, at Dell EMC

**BIO:** Mary Catherine Wilson is currently Director of Global Channel Marketing for Dell EMC. In this capacity, she is responsible for investing and educating partners and distributors through marketing enablement to grow profitably. She served as Director of Channel Marketing & Programs for North America at Dell where she was responsible for leading the strategy and delivery of Dell's PartnerDirect programs and marketing in US & Canada. Her focus was on Partner Enablement, Partner Growth, and the evolution of Dell's channel program. She has served in a variety of management roles at Dell including Online, Self Service, including Dell's Community and online knowledge bases, and Contact Center. She has a passion for listening to Partners and has been able to translate Partner feedback and insights into solutions and programs that help enable the growth of their business. Prior to Dell she was with Accenture and holds a B.A. in Business Administration from Trinity University.

**Achievements in 2016:** Under my leadership, Dell PartnerDirect invested significantly in a new Premier Plus program and provided new incentives to our Premier and Preferred partners. Partners saw investments in Client rebates, higher rewards in Greenfield for selling into new accounts, and programs rewarding for attaching ProSupport services. Partners that held competencies in our solutions area benefit greatly from these new programs. I launched new tools that enable curated sales content on mobile devices, upgrades to partner lead management, and MDF and rebate that displays up to date financial goals and attainments. My team built marketing plans with partners and distributors resulting in over 80,000 leads in data center. After launching Premier Earned MDF we've expanded to preferred partners and allowed for more customization to meet partner's needs supporting how they individually go to market. I've seen triple digit growth in Partner AdvantEdge that rewards partner reps. I hosted over 1500 partners from around the world at our first Dell EMC World Global Partner Summit. Please join us for our next Dell EMC Global Partner Summit May 8-11, 2017 in Las Vegas.

**Plans for 2017:** At Dell EMC World we launched our new Dell EMC Partner Program, which brings the best of the two programs from Dell and EMC. I will focus on delivering marketing education and enablement to partners and distributors. Partners will have investments, supporting marketing campaign materials, and tools to generate demand within the market. It will help scale marketing costs and enable joint demand generation and see higher rewards when partners acquire new customers. We'll deliver more education on marketing campaigns and best practices to drive demand with improved marketing coverage. Dell EMC solutions are vast and partners that hold solutions competencies are enabled to drive greater growth. We will continue providing the most competitive program by listening to partners and enabling predictable partner results that help expand partner's business by delivering Dell EMC solutions in the data center and end point devices all while staying true to our trademarked: Simple, Predictable, and Profitable.



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