



TOP 55

Channel Visionaries – 2017 TOP 55 Cloud Channel Executives

Melissa McCoy, VP of Channels & Alliances at Sungard Availability Services (Sungard AS).

Bio: Melissa McCoy is Vice President of Channels and Alliances at Sungard Availability Services (Sungard AS).

Melissa has been a major contributor in defining Sungard AS' overall channel go-to-market (GTM) strategy and building the AS Partner Program. In 2008, Melissa was recruited to Sungard AS to create and launch a new partner program. She led the team responsible for designing the program framework, establishing partner pricing, launching a new partner portal, and implementing partner operations. The Sungard AS channel is now responsible for driving over 50% of new logos and a significant revenue contributor for the company.

In Melissa's current role, she is responsible for driving sales with Sungard AS' most strategic technology alliances and their respective partner ecosystems. Working cross-functionally with Product, Sales, and Marketing, her team builds and executes on joint GTM plans to drive Sungard AS' cloud/hybrid IT services to market with and through partners. Leveraging her 15 years of channel experience and the technology alliances' cloud programs, Melissa is helping VARs/System Integrators transition to selling cloud/as-a-service offerings--building a recurring revenue stream for their business.

Prior to joining Sungard AS, Melissa worked for Lucent Technologies and Alcatel-Lucent where she served in a variety of partner management, channel program, and channel operations roles.

2016 Achievements:

- In 2016, Melissa was responsible for driving revenue growth with Sungard AS' most strategic partners and technology alliances in North America. Leveraging Sungard AS' broad portfolio of production, cloud, and recovery services, Melissa led the team responsible for the development of several partner GTM programs and sales campaigns supporting Bimodal IT, SAP HANA cloud, Data Domain as a service, and cloud recovery services partnered with AT&T Netbond to name a few. The GTM programs include creating partner value propositions/messaging, sales tools, enablement, and executing on joint marketing campaigns to drive opportunities with Sungard AS' partners. As a Cisco Cloud Service Provider (CSP) and strategic partner, Sungard AS was awarded two awards in 2016:
 - Cisco 2016 Theater/Area Award - Data Center Partner of the Year for the Americas
 - Cisco 2016 Americas Cloud Partner of the Year

2017 Plans: In 2017, Melissa will continue to build and execute on cloud/"as a service" GTM campaigns for Sungard AS' alliances and partners. A key area of focus will include partner GTM alignment around the Sungard AS and AWS partnership. In addition to her North American role, Melissa will expand her scope to recruit new strategic partners and support the launch of channel GTM programs globally.



Penton

