



TOP 55

## Channel Visionaries – 2017 TOP 55 Cloud Channel Executives

### Rochelle Coleman, Director, Partner Strategy & Marketing at Concerto Cloud Services

**BIO:** Rochelle's 20 year career in Sales, Marketing and Operations across IT software, solutions and services – has placed her at the center of strategic partner recruitment, enablement and engagement acceleration.

As Director of Partner Strategy and Marketing, Rochelle is responsible leading both the Partner development and Marketing team for the Concerto organization.

Rochelle most recently served as Director of Partner and Channel Strategy for the Managed IT Services and Cloud arm for TELUS – one of Canada's largest national telco's.

With 12 years at Microsoft, Rochelle had the opportunity to work in several key roles – across product management, channel sales and management. As Senior Director of the Windows Client business for Canada, Rochelle and her team were responsible for driving the growth of the Windows business across Canada. Prior to this role, Rochelle was the Director of Operations for Microsoft's US East Region small and midmarket organization, managing the financial and business operations as well as Chief of Staff for the Regional Vice President.

Ms. Coleman holds an Honours B.A. in Political Science from McMaster University, and an MBA from Schulich School of Business, York University. She is a board member with the Women In Leadership Foundation in Canada.

**Achievements in 2016:** Concerto Cloud Services continues to grow its partner channel - ISV's, VAR's and MSP's who are placing their bet on Concerto's fully managed multi cloud offering to accelerate their business. Key accomplishments with these partners include:

- Enablement and engagement with our sales team to drive strong pipelines and deals together
- Channel building across the Concerto partner ecosystem to drive new business opportunity
- Successful demand generation campaigns focused on the partners business, with the assurance of Concerto by their side
- Triple digit growth of through partner MRR revenue
- Provided designation of Cisco CMSP (Cloud Managed Service Provider)
- Through partner recruitment, doubled the number of partners in our ecosystem

### Plans for 2017:

- Acceleration of enablement and engagement with our existing partner base

