



TOP 55

Channel Visionaries – 2017 TOP 55 Cloud Channel Executives

Jason Ellis, Vice President - Global - Cloud - Channel Sales at Symantec

BIO:

Jason Ellis has been Symantec; the World's largest Cybersecurity vendor since 1998 and has over 30 years' IT Channel experience. Most recently, Jason has been responsible for leading Symantec's New Cloud Subscription platform; this includes WW partner selection and recruitment, GTM programs, commercials, and enablement. Jason has held several senior positions at Symantec; EMEA Channel Leadership including chairing the global channel council; Inside and Renewals sales. Before this, Jason spent >10 years in the Channel with some of the UK largest Distributors.

Achievements in 2016:

- Launched Symantec New Cloud Platform in AMS, EMEA and APJ
- Early sales have exceeded our expectations; we are already in a backlog of partners wanted to connect and have access
- Lead team to define the GTM programs; benefits and systems relating to the New Cloud Platform
- Conducted numerous interviews and meetings with partners for feedback and guidance all through our planning process
- Started contact over 80 new MSP and Cloud partners

Plans for 2017:

- **Recruit and active 120 partners to sell our Cloud Solutions; including creating new MSP, Hosting and Aggregator relationships**
- **Migrate as much SMB business as possible to our new subscriptions models**
- **Enable Symantec extensive Partner network to sell our new Cloud solutions**



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