



TOP 55

Channel Visionaries – 2017 TOP 55 Cloud Channel Executives

Brian Kroneman, Director of Global Channel Programs & Operations at Proofpoint

Bio: Brian Kroneman is the Director of Global Channel Programs and Operations at Proofpoint, overseeing all worldwide partner programs for the organization. In his 4.5 years at Proofpoint, he has been on the front lines of changing the organization from one where partners questioned whether there was a partner strategy, to one where partners are now engaged and driving significant growth for the organization. In particular, over this time, Brian has developed and implemented a wholesale change in its partner level structure and deal registration offerings to bring more strategic alignment with its best partners, built a distribution program for North America, worked with many different teams internally to figure out how Proofpoint can be more efficient with its partners, and more generally speaking, trained the Proofpoint team on how to work with partners. Prior to working at Proofpoint, Brian spent 4 years in VeriSign's Authentication group, and 2 additional years with Symantec after they purchased that business unit from Verisign.

2016 Accomplishments: In 2016, Brian and the Proofpoint Team continued building on the momentum and excitement in its channel around its cloud-based offerings. Notably, 2016 saw Proofpoint execute on its completely new distribution strategy in both the commercial and public sectors, driving significant growth and extending our reach with partners that had not been touched before. Brian also led efforts to drive unique programs with Proofpoint's best existing partners, in order to attract mindshare and wallet share from those partners who command market attention. Finally, Brian built on the success seen in Proofpoint's North America programs, to relaunch the program in Europe, along with launching the program for the first time in Japan and Latin America.

2017 Plans: In 2017, Brian and the Proofpoint Team look to continue building on the strong foundation of success seen thus far. In particular, taking advantage of the programs built with Proofpoint's best partners, we look to extend those programs to those partners – both domestic and international – who have shown through their achievements that they can drive runaway growth. Beyond these programmatic elements, Brian and the team will be putting significant focus on building awareness for the on-demand trainings and marketing capabilities for partners through Proofpoint's newly-launched PartnerHub. Finally, Brian is looking forward to building programs for all partners that focus on the breadth of Proofpoint's security offerings, thereby creating more opportunities for partners to increase wallet share.



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