



TOP 55

Channel Visionaries – 2017 TOP 55 Channel Chiefs

Cheryl Cook, Senior Vice President of Global Channel Marketing at Dell EMC

BIO:

Cheryl Cook is Senior Vice President of Global Channel Marketing for Dell EMC, responsible branding, partner marketing programs, channel events and communication, MDF program execution as well as collaborating with regional Commercial and Infrastructure Solution business teams on partner planning and experience.

Prior to this role, Cheryl served as Vice President of Global Channels and Alliances, leading channel strategy for the company worldwide. Her responsibilities included setting the partner strategy company-wide, as well as developing and executing channel programs, training, certification and global marketing programs that enabled partners to grow their business with Dell. Cheryl and her team contributed to growing Dell's global channel business from about one third to over 40% of Dell's total global revenue since 2013.

Prior to running Dell's channel business, Cheryl served as Vice President of Dell's Enterprise Solutions, where she was responsible for the go-to-market strategy and execution for Dell storage, server, networking and related software businesses.

Cheryl has more than 25 years of IT and high tech experience. She joined Dell in 2011 from Nuance Communications, where she served as senior vice president managing sales across all lines of business. She also worked at Sun Microsystems as Senior Vice President with global responsibility for delivering over \$6B in enterprise solutions revenue.

Cheryl holds a Bachelor of Science degree in computer science from the University of Florida. She has been repeatedly recognized as a leader in the channel.

Cheryl is a contributor to Fortune Magazine's Women's Most Powerful community and is active in the Dell Women's Entrepreneur Network (DWEN) which recognizes female influence in business and technology globally. She is also active in Dell's WoMen in Action group whose interest aligns with women's issues, rooted in accelerating the role of women in the workforce. Cheryl regularly contributes bylines to leading channel publications in the industry.

Achievements in 2017:

After officially completing the Dell and EMC merger in September 2016, the channel team began creating a unified channel program leveraging the respective strengths of the Dell and EMC partner programs. Launched in February 2017, the Dell EMC Channel Partner Program provides unprecedented business opportunity for partners and re-affirms Dell EMC's strong commitment to the channel. In short order, we delivered very compelling partner programs and processes including: Line of Business incumbency for storage, servers and networking so partners' past investments are protected; fast tracking of partners into the new Dell EMC Partner Program tiers, and we

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launched a new tier program including the elite Titanium Black status for our highest achieving partners. We've launched the branding and architecture of the new Dell EMC Partner Program. We've hosted numerous Dell EMC Partner Advisory Board meetings in every geography in the world, to solicit feedback, and input from the partners on the decisions we made in unifying the programs, and openly collaborate with partners on an ongoing basis. We also integrated and launched one Partner Portal, and one Dell EMC MDF Program for our Partners

Since the Partner Program launch, we held our highly successful, and very biggest Dell EMC World/Global Partner Summit ever, where we held our very first Partner Marketing Partner Marketing Advisory Board and our Dell EMC Extraordinary Women of the Channel inaugural event. We've also launched a number of new marketing tools and resources, including a new Digital Marketing Platform, our one-stop digital automation tool for content syndication, which enables Partners to easily access and personalize all of Dell EMC's lead generating assets; the Dell EMC Partner Marketing Institute, our training program to help Partner Marketing representatives take advantage of the many marketing tools and resources; Dell EMC Marketing Concierge, connecting Partners to third party marketing agencies to assist them in their demand generation activities; and Partner Advantage, our rewards and incentives program for Partner Sales Reps and System Engineers. Most recently, we launched our highly-anticipated Activation Packs, which provide a single, comprehensive view of all the sales resources, tools and competitive information for a particular campaign, organized according to enablement, demand generation and motivational items to help our Partners market and sell Dell EMC's portfolio.

Plans for 2018 and Beyond:

We will continue to invest in the Dell EMC Partner Program and help our partners expand across all Dell EMC solution areas. Our goal is to push our channel program deeper into our route-to-market strategy, keep growing the channel and outpace the market. We are also focusing on enabling our partners to deliver and resell services based on what works for their business model. Partners can sell their own services, resell a combination of Dell EMC and their own services or resell Dell Services. In addition, we continue to expand our Financial Services offering to partners and their customers. And we're getting ready to launch our FY'19 Dell EMC Partner Program enhancements early next year, so stay tuned.

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