



TOP 55

Channel Visionaries – 2017 TOP 55 Channel Chiefs

**Bill Swales, Group Vice President, Alliances and Channels North America Technology Division
at Oracle**

BIO:

Bill Swales is Group Vice President for the Alliances and Channels organization within the North America Technology Division for Oracle. He is responsible for driving the strategy, growth and profitability of the Division's partner cloud and infrastructure sales.

Prior to joining Oracle, Swales was Senior Vice President of Worldwide Sales of the Cloud Systems and Solutions Group at Seagate Technology. Swales' experience includes leading the Industry Standard Server and Storage business units in the Americas at Hewlett Packard where he held full P&L responsibility throughout the Americas region, which included US, Latin America and Canada. He also held leadership positions and sales roles at EMC, IBM and McData Corporation.

Achievements in 2016:

Swales guided Oracle's channel to big wins in 2016. He oversaw the recruitment and onboarding of 800+ new partners into Oracle's cloud registered program, and created a robust series of onboarding and training programs to support new partners' sales efforts.

Swales' team launched Oracle's first entirely channel-led product. To ensure the initiative's success, Swales built a comprehensive enablement plan that included sales and technical training for partners, as well as an education program for internal sellers on how to go-to-market through the channel. Swales reduced operating expenses to support the hiring of dedicated resources at partners, and worked tirelessly with his team to ensure successful delivery of the program.

Under Swales two-year tenure at Oracle, partner engagement with and communications has greatly improved. He rolled out an integrated communications strategy focused on consistency and feedback driven. His team executed a series of engagement events including live webcasts featuring conversations with industry and product experts, regional Partner Summits, and Partner Cloud Forums.

Plans for 2017 and Beyond:

Swales plans on building upon the momentum of 2016 and ensuring all partners are equipped with essential tools and resources needed to successfully transition customers to the cloud. In June, Swales hosted a standing room-only partner sales conference at Oracle's Redwood Shore's headquarters. Partners received a deep-dive training on Oracle's integrated cloud

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platforms, as well as successful sales plays and use cases across all lines of business and industries.

At Swales' urging Oracle will roll out a comprehensive Partner Immersion training program, identical to the training modules that are required of internal Oracle sales representatives and consultants. By equipping partner sales specialists, presales specialists, and architects with the same tools and messaging of the Oracle Cloud story, partners will have increased opportunities to drive value and solve customer problems with Oracle Cloud.



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