



TOP 55

Channel Visionaries – 2017 TOP 55 Channel Chiefs

Zane Long, VP Global Channel Sales at RingCentral

BIO:

Zane Long is the Vice President of Global Channel Sales at RingCentral. Zane brings more than 20 years of leadership and management experience in the telecommunications industry, with 12 of those years spent creating and leading successful national and international indirect sales programs. He has held several leadership roles, including VP Global Strategic Partner Group at Vonage; National Vice President Indirect Cloud Channel Sales at Cbeyond, where he was instrumental in transitioning the company and partners to cloud services (UCaaS and IaaS); Senior Vice President of Global Partner Sales for Genband, where he led and managed Tier 1 partners around the world; and National Vice President of Channel Sales at Level 3 Communications. Zane also held senior management positions and led national indirect and direct sales teams at Focal Communications, Broadwing, and GTE.

Achievements in 2016:

Long joined RingCentral as channel chief in February of 2016. By May 2016, Long launched six major master agents and also added 22 strategic partners to RingCentral's channel partner portfolio by the end of 2016. The result? Total channel contribution of company revenue grew from sub 10% in 2015 to 24% in 2016; the program partner base grew by over 200%; and the channel management team expanded by adding over 50 new team members.

Programmatically, Long launched a new partner portal as well as a true channel harmony program, in which the partner and the direct rep are paid at 100%.

Plans for 2017 and Beyond:

In 2017, Long plans to aggressively exceed sales targets and champion a maverick approach to channel partner programs by evolving the channel harmony concept at the start of the year. To drive sales and increase large enterprise-grade business, rewarding a "pay on performance" mentality, Long will launch industry-stunning incentives. Concurrently, a main objective for 2017 is to lead the expansion of RingCentral globally and continue to establish global channel sales teams throughout Europe and beyond.

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