



TOP 55

## Channel Visionaries – 2017 TOP 55 Channel Chiefs

**Rick Snyder, Senior Vice President, Americas Partner Organization at Cisco**

### BIO:

Rick Snyder leads the Americas Partner Organization (APO), which is Cisco's largest geographical region representing the United States, Canada, and Latin America. APO helps 23,000+ Cisco partners across the region expand their businesses with new business models, enter new markets, and create solutions that solve our customer's challenges.

Previously, Snyder led Cisco's Global and Strategic Partner Organization with responsibility for revenue acceleration and alliance management for Cisco's global system integrators and technology partners. His organization built partnerships, joint go-to-market plans, solutions and market-changing integrated infrastructures with these valued partners. He also led the expansion of Cisco's partner ecosystem with the innovative global Independent Software Vendor initiative.

### Achievements in 2017:

Snyder accelerated Cisco's investments around APO's strategic foundation – the 3 "E"s (Engagement, Enablement and Evolution) to drive partner growth and profitability. APO team members engage with partners to better understand their businesses and their key drivers, and then develop specific enablement plans aligned to their partner's objectives. With the level of digital disruption underway, the APO team works closely with partners to help them evolve with new practices, digital solutions, recurring revenue streams and new consumption models. The following key initiatives support this dramatic mindset and capability shift:

- The Partner Consulting Academy (PCA) is an intensive and ongoing training curriculum that helps APO team members understand the inner workings of running a partner business, including developing new practices and improving profitability.
  - We have created an arsenal of new Partner Analytics, Business Insights, Benchmarking Tools and Scorecards designed to help APO team members have better data-driven, business conversations with their partners.
  - In response to partner demand, Snyder launched the IMPACT Business Outcome Workshop Series at Partner Summit in November 2016. Since then, 1,500+ partner sellers have participated in developing their skills to sell to the line of business and deepening their capabilities in developing digital business outcomes for customers.
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- Our Partner Consulting and Innovation team is a data-driven, "Green Beret" team

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Model N



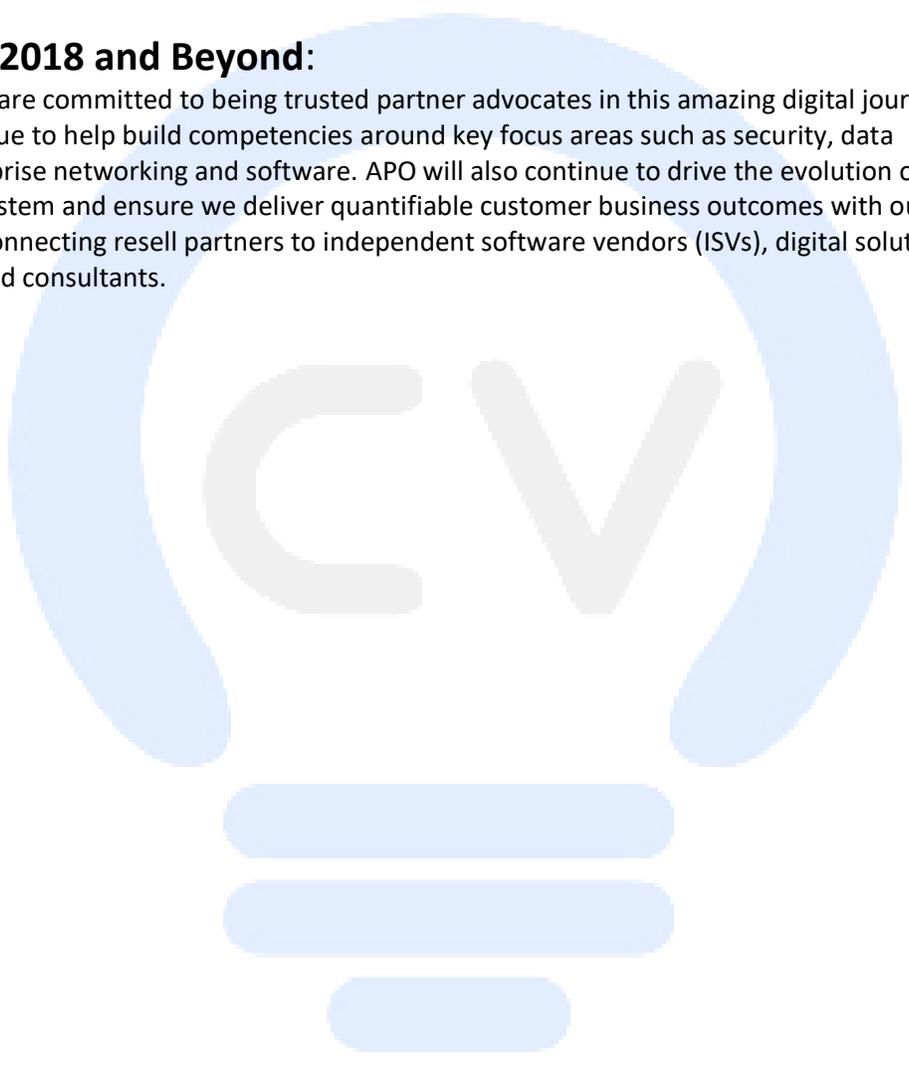
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of specialized consultants delivering focused engagements to partners with a key focus on partner opportunities for profit improvement.

- The new Recurring Revenue Center of Excellence includes recurring revenue experts maniacally focused on working with partners to fortify their software practices – driving better adoption levels and bolstering recurring revenue streams.

### Plans for 2018 and Beyond:

Rick and APO are committed to being trusted partner advocates in this amazing digital journey. He will continue to help build competencies around key focus areas such as security, data center, enterprise networking and software. APO will also continue to drive the evolution of the partner ecosystem and ensure we deliver quantifiable customer business outcomes with our partners by connecting resell partners to independent software vendors (ISVs), digital solution integrators and consultants.



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Model N