



TOP 55

Channel Visionaries – 2017 TOP 55 Channel Chiefs

Vincent Brissot, Head of Channel Marketing, Demand Generation and Content Services at HP, Inc.

BIO:

As Head of Channel Marketing, Demand Generation and Content Services, Vincent drives the planning, development and execution of HP's worldwide marketing initiatives with, to and through HP's channel partner community. This includes managing global channel marketing programs, driving Market Development Funds as a business accelerator, and increasing the use of digital capabilities as a competitive advantage.

With more than 15 years of experience in the technology sector, Vincent has a comprehensive understanding of the IT industry and how to enable partners to build solutions in the new digital, experiential economy - encompassing hardware, software and services - to solve customers' toughest IT challenges.

Since joining HP in 1999, Vincent has served in multiple channel-related roles, including channel marketing, business development, business strategy and planning, and go-to-market activation, at global, regional and country levels.

Vincent holds a Master's degree in Innovation, Technology and Management from the Engineering University Centrale Paris as well as a Master's degree in Management from the Business School ESSCA.

Vincent lives in California with his wife and two daughters.

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Achievements in 2016:

Vincent helped manage a complete revamp of the Partner First program. The effort included upgrading the Co-Marketing Zone one-stop portal for launching marketing campaigns, including creating customized, co-branded collateral materials and tracking their effectiveness.

Plans for 2017 and Beyond:

Vincent design a marketing engine that partners place high value on, that delivers on HP's business priorities. This includes:

1. Manage Market Development Funds
 - a. Drive MDF against HP's priorities – Effective & targeted investment
 - b. Joint MDF Planning – Advance HP priorities with insights and tools

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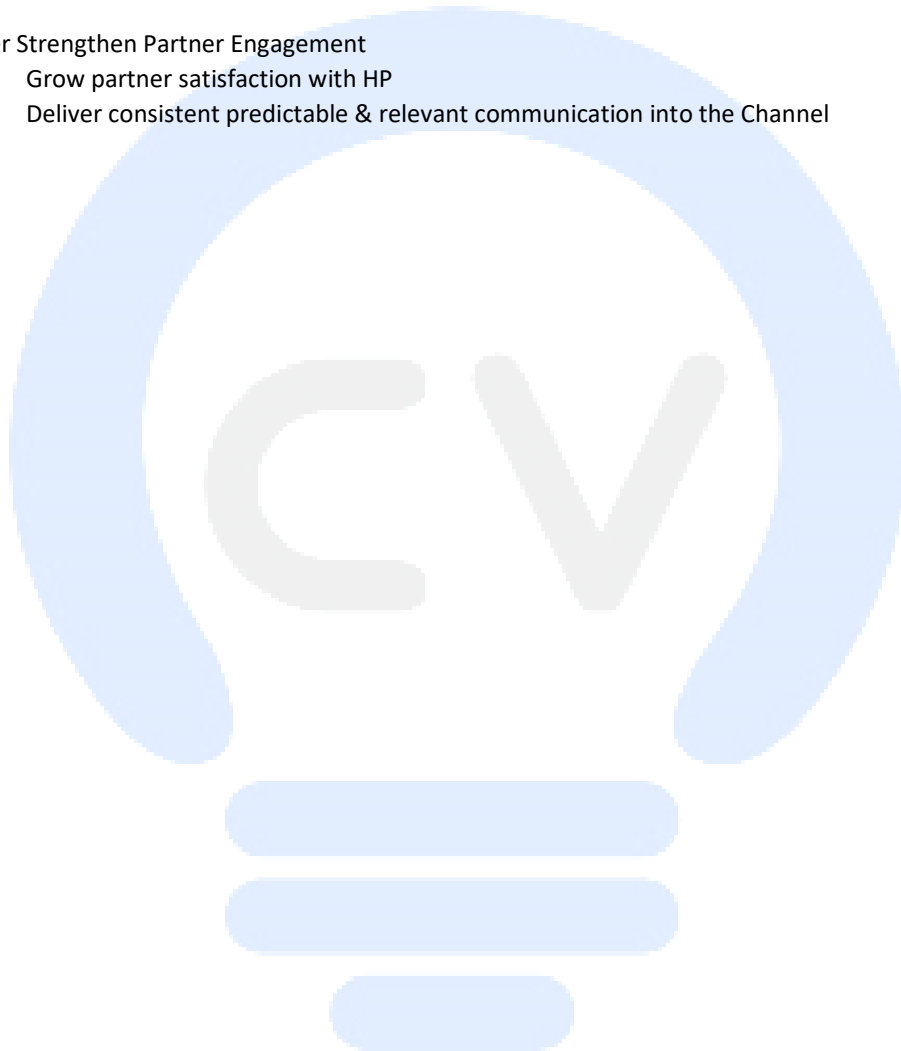
Model N



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2. Optimize Tiered Support
 - a. Digitize the Channel: Evolve tools to be more Social, more Digital, More Effective
 - b. Leverage Partner Marketing Managers, Marketing Services Agencies to drive HP innovation into channel)

3. Further Strengthen Partner Engagement
 - a. Grow partner satisfaction with HP
 - b. Deliver consistent predictable & relevant communication into the Channel



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Model N