



TOP 55

Channel Visionaries – 2017 TOP 55 Channel Chiefs

Gaviella Schuster, Corporate Vice President, Global Partner Channels and Programs at Microsoft

BIO:

As a Corporate Vice President in the Commercial Partner team, Gaviella Schuster is responsible for global partner channel management and programs, with a focus on driving digital transformation for partners and customers. Gaviella's team is responsible for the high-touch experiences of Managed Service Providers, Hosters, Resellers, Distributors and National/Local SIs. She is also responsible for connecting, enabling, investing in, and rewarding partners through high-touch and low-touch programmatic experiences.

She has extensive experience in sales, marketing, product management, and partner development, with a strong track record of managing customers, partners, and teams. Over the last 20 years at Microsoft she has managed sales and marketing teams across the Server and Cloud business, the Windows Client Commercial business, Enterprise Services, licensing sales and marketing, field business development, training initiative development, segment marketing, worldwide partner marketing and training strategies and worldwide operations.

Achievements in 2017:

- Landed Microsoft's new partner engagement model focused on building with partners, going to market with partners, and selling with partners. This should simplify and enable market amplification of the partner services and offers available to our customers.
- Launched new, simplified partner network website providing clearer, more actionable information and resources for partners.
- Launched a new ISV licensing for Dynamics that enables ISVs to embed Dynamics 365 components into their products and sell through to customers.
- Sponsored cross-company effort to deliver free, in-depth Azure skills training, reaching more than 100,000 learners worldwide through online and partner-led courses.
- Transformed internal compensation and partner incentives to align Microsoft field sellers with partners on the same objectives.

Plans for 2018 and Beyond:

- Provide partners with a single front door to engage with Microsoft, from managing their own membership and referrals to provisioning and deploying customer solutions.
- Build with partners to create compelling value-oriented solutions and offers.
- Go to market with partners to identify plays and markets aligned with their goals and offerings.
- Sell with partners to connect their solutions with the right customer at the right time.

Penton



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