



## Channel Visionaries – 2017 TOP 55 Channel Chiefs

Salvatore Patalano, Chief Revenue Officer at Lenovo Software

### BIO:

Sal began his career as Associate Director at the University of Miami (Florida) where he co-founded the Microcomputer Institute in the School of Continuing Studies. As a serial entrepreneur, he founded his first IT company, which focused on developing and publishing software for Apple's revolutionary Macintosh personal computer in 1983. After selling that company in 1988, he spent time as a consultant within the software distribution industry. Starting in 1990 Sal co-founded the first of several IT companies focused exclusively on the resale and integration of IBM software. As one of IBM's first software channel partners in the early 90s, his company delivered mainframe- and AS400-based solutions across multiple market segments and industries. Coinciding with IBM's formation of Software Group in the mid-90s, he went on to build, lead and sell a succession of successful system integration businesses prior to joining IBM as a professional hire in 2007. As a Worldwide Vice President, he held sales, channel, operational and transformational roles. In 2014, he moved into a channel leadership role for CA Technologies as Vice President Global Marketing, where he was responsible for all channel and business partner-marketing activities. In his current role as Chief Revenue Officer for Lenovo Software he is responsible for global sales and marketing, customer success and channel revenue. His charter within Lenovo is to build a high margin commercial software and solution business. An avid wine collector, athlete, author, amateur musician, and classic car buff, he lives life to the fullest under the beautiful skies of North Carolina.

### Achievements in 2016:

After laying the foundation to grow the business in 2015, Sal and team delivered record revenue and profitability in 2016 – delivering 80% top line growth YtY and a 375% increase in PTI. The business is on track to match or exceed those numbers in 2017. The channel play is focused on top tier MSPs delivering solutions via an OEM model broadly across multiple segments and industries. Several joint venture announcements are planned for Q1.

### Plans for 2017 and Beyond:

Lenovo Software will continue to drive revenue and profitability growth in 2017, with an emphasis on moving the entire product line to a SaaS delivery model. A significant percentage of revenue is expected to come from top tier MSP relationships, and a shift in demand gen activities and selling motions. Tighter integration with the broader Lenovo sales organization is expected to yield deeper account and market penetration.

Penton



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Model N