

JOE GAETA

CERTIFIED CHANNEL MANAGEMENT PROFESSIONAL

joegaeta@joegaeta.com

linkedin.com/in/joegaeta

(404) 435-7376

SUMMARY OF QUALIFICATIONS

Accomplished sales and marketing professional with 25 years of experience - including over 20 years of success in IT and telecom. Extensive solution selling and channel management experience. Sharp organizational and project management skills.

Background includes:

- Solution Selling
- Project / Program Management
- Territory Management
- Business Case Development
- Channel Development and Management
- Contracts and Negotiations
- Social Selling Tools and Techniques
- Multimedia Presentation and Training

EXPERIENCE

ControlScan, Alpharetta, Georgia

2018 - Present

Channel Sales Manager

Drive sales of ControlScan's portfolio of Managed Security and Compliance solutions for small and medium businesses through a network of point-of-sale software resellers and managed security providers. Responsible for sales management of our partners as well as for the recruitment of new resellers. [ControlScan is an MSSP.]

GFI Software, Decatur, Georgia

2016 - 2018

Channel Sales Manager

[GFI acquired Kerio Technologies in January 2017.] Drove sales of Kerio's portfolio of Collaboration, Unified Threat Management, and VoIP solutions for small and medium businesses through a network of resellers (On-Premise and Cloud). Managed relationship with resellers charged with selling Kerio solutions.

- > 100% Cloud Quota Attainment, 2H 2016
- 100% Quota Attainment, FY 2017

IBM CORPORATION, Smyrna, Georgia

2010 - 2016

Middleware Sales Representative

Drove sales of IBM's Middleware Portfolio (both on-premises and SaaS) through prospecting, opportunity progression, and closure. Closed business directly as well as through business partners. Utilized both traditional sales techniques as well as digital tools, such as LinkedIn and Twitter.

- > 200% Quota Attainment, FY 2015
- > 100% Quota Attainment, FY 2012, 2014
- IBM Global Sales Leadership Award, Q2 2015
- IBM Manager's Choice Award, Q2 2015
- IBM Sales Eminence Award, FY 2014
- IBM Business Unit Executive Award, Q2 2012
- IBM Social Selling Leader, 2013 - 2016

EARTHLINK, INC., Atlanta, Georgia

2006 - 2009

Channel Sales Manager

Drove new subscribers to EarthLink via channel sales partners. Launched, trained, and managed partners to successfully acquire new narrowband, broadband, and voice subscribers – including aDSL, VoIP, and line-powered VoIP technologies. Managed local sales partners selling EarthLink's line-powered VoIP product in the Chicago, Miami, and Seattle Markets. Managed relationship with valued added resellers charged with selling EarthLink's desktop VoIP product, trueVoice.

- Increased monthly subscribers from an outbound telemarketing partner over 400% within my first four months on the account.
- Increased monthly premium subscribers from an inbound telemarketing partner over 200% within the first two months of handling the account. Increased value subscribers 150% during the same period.

SKYTEL COMMUNICATIONS, Atlanta, Georgia

2003 - 2006

Channel Sales Manager

Developed and managed the indirect sales channel in the Southeast for SkyTel's Automated Vehicle Location (AVL) System. Recruited and launched new business partners as well as executed all sales manager duties with existing partners. Managed a diverse territory spanning five states. Trained resellers in both sales techniques and product functionality.

- Exceeded 2004 revenue goal (Over \$300,000 in contracted revenue in 2004.) Responsible for 45% of all units in service through the indirect channel.
- Exceeded 2005 revenue goal. (Over \$600,000 in contracted revenue in 2005)

(Continued)

IBM CORPORATION, Smyrna, Georgia**1998 - 2003****Program Manager, ibm.com Business Development Center (2001 – 2003)**

Deployed web applications that added value to the sales channel in the areas of revenue, efficiency, customer satisfaction, and teleintegration. Created all the written communications coming from my team, including Monthly Operational Reports and all executive communications. Communicated the needs of the customer and sales professional to the web designers and programmers. Authored *Documents of Understanding* and *Revenue Recognition Agreements* that were agreed to by various IBM executives. Developed business cases utilizing productivity numbers from our sales organization. Secured funding and executive sponsorship of strategic web applications.

- Doubled the usage of IBM's online inventory application in less than a year through marketing communication, live demonstrations, and one-on-one meetings with IBM sales teams.
- Exceeded deployment target of IBM Learning Service's online purchasing tool by 20% through a strategy of training, demonstrating, and supporting the tool. Created marketing materials and launched a successful sales contest despite funding constraints.
- Secured funding from the director of IBM's online sales channel in Canada for an online maintenance inventory initiative. Successfully launched the pilot.
- Completed IBM Sales Leadership Development Program (LDP). LDP was a year-long training and education program designed to cultivate formal leadership skills in selected employees.

IBM Client Representative (1998 – 2001)

Sold e-Business solutions to Small and Medium-sized organizations (SMB) in the health care industry. Owned the relationship between IBM and my clients. Managed territories with quotas ranging from \$4M to \$12M per year.

- 100% Quota Attainment, FY 1999
- Appointed to the Atlanta Sales Rep Advisory Council (2001).
- Selected as a Student Advisor and Evaluator for IBM Sales Training and Education Classes (2000, 2001).
- IBM First Line Manager's Award, Q3 1999

IBM PROFESSIONAL DEVELOPMENT

Present w/ Eminence Training, 2015
SW Basics Top Gun, 2015
Hybrid Cloud Sales Academy, 2015-16

Sales University, 2013-2014
Tivoli Sales Academy, 2013-2014
SW & Solutions Top Gun, 2011

Global Sales School, 2010
Leadership Development, 2001
Sales Training, 1998

IBM SALES CERTIFICATIONS

Network Assurance SW, 2014
Workload Automation SW, 2014
Endpoint Management SW, 2014

SALES CERTIFICATIONS

Certificate in Channel Management, 2019
Certificate in Professional Digital Selling, 2016

EDUCATION

Georgia State University
Atlanta, Georgia

COMMUNITY LEADERSHIP**THE JOAN GAETA LUNG CANCER FUND, Atlanta, Georgia****2007 - 2019****President and Chief Executive Officer, 2007 – 2019**

- Raised over \$300,000 for lung cancer awareness and research.
- Initiated the campaign to produce a Lung Cancer Awareness Specialty License Plate in the state of Georgia. Instrumental in the successful passage of HB732 in the Georgia Legislature which enable the creation of such a plate. Signed into law by Governor Nathan Deal in April 2012. Currently, Georgia is the only state in the country with a specialty license plate specifically for Lung Cancer Awareness.

THE BONNIE J. ADDARIO LUNG CANCER FOUNDATION, San Carlos, California**2010 - 2019****Board of Directors, 2010 – 2014; Board of Advisors, 2014 - 2019**