

# AH

# Arthur Howard

## Channel Sales Manager

Results-driven channel sales manager with eight years of experience at Dell Technologies and HP. Expertise in partner recruitment, enablement, and co-marketing. Expanded partner network by 50% and achieved a 30% increased partner-sourced revenue.

## CONTACT



(123) 456-7890



email@example.com



LinkedIn | Portfolio



City, ST 12345

## KEY SKILLS

- Channel partner identification & recruitment
- Partner enablement & certification programs
- Co-marketing & joint value propositions
- Sales forecasting & pipeline management

## Professional Experience

CHANNEL SALES MANAGER | DELL TECHNOLOGIES, ROUND ROCK, TX  
MAY 2017 - PRESENT

- Recruited and enabled 60 new partners across North America, expanding the partner network by 50%.
- Launched co-marketing campaigns with top-tier partners, leading to a 30% increase in partner-sourced revenue.
- Developed a partner certification program, reducing onboarding time by 40%.

PARTNER DEVELOPMENT REPRESENTATIVE | HP INC., PALO ALTO, CA  
JANUARY 2014 - APRIL 2017

- Identified and qualified 100+ potential partners, resulting in 20 new agreements in the first year.
- Conducted partner training webinars on product offerings, increasing partner sales readiness by 25%.
- Maintained partner portal content and managed monthly pipeline reports, improving forecast accuracy by 15%.

## Education

- Bachelor of Science in Marketing  
University of Texas at Austin, Austin, TX | May 2013

## Certifications

- Certified Channel Sales Professional (CCSP) | Channel Sales Association | April 2018