David Madison
Sales Leader | Channel Partnership Expert
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Results-driven sales leader with 20+ years of successful hands-on experience driving sales and providing world class client/partner satisfaction in highly competitive markets. Developed and maintain trusted relationships with customer and partner C-level executives across North America. Proven ability to consistently grow revenue and profit through strategic sales execution and enabling strong co-selling partnerships.

New Market Strategic Sales | ISV, MSP, CSP, OEM Sales | Competitive Sales | Team and Individual Leadership | Channel/Partner Ecosystem Sales | Solution Selling |GTM Strategy and Execution

Work Experience

Inuvika - Director of Sales and Channels North America | 01/2024 – 09/2025
Foundational leader pioneering new expansion into the North America market.

- Developed sales/channel strategy and owned all engagements including recruiting, qualifying, enabling and growing of all partner types.
- Qualified all customer leads, engaged partners and provided critical sales support through the entire sales cycle.
- Leveraging existing channel relationships and aggressive recruiting, onboarded, enabled and managed 40+ new channel partners (VAR, MSP, CSP, ISV) resulting in 700% increase in active partners and 215% in NA revenue.
- Led engagements with strategic CSP/Hosting partners driving over 5,000 net new license deployments in consumption based MRR revenue stream. Including Opus Interactive, US Signal, Simnet, AIM Services.
- Drove net new revenue by recruiting and building relationships with strategic alliance technology and OEM partners Microsoft, 10zig, Zadara, Verge.io and Virtuozzo.
- Managed sales/channel ops including business workflows for CRM/PRM and other critical sales infrastructure.

Career Break | 05/2022 – 01/2024
Took intentional time off for personal/family matters and professional recharge. Actively maintained industry knowledge through reading, online courses, networking and occasional independent channel consulting projects.

Spur Reply- Principal Consultant Channel Management | 08/2021 - 03/2022
Provided thought leadership, subject matter expertise, and developed industry leading IP to drive impactful client outcomes.

- Hyland Software – Strategic Channel Assessment and Executive Workshop.
- VMware – Next Gen Distribution Strategy.
- NetApp – Strategic Development and Support for FY22/23 Channel GTM Initiatives.
- Microsoft – FY23/24 GTM Partner Segmentation Strategy.

Arrow Electronics - IBM Build Partner Sales Manager ISV MSP CSP OEM | 01/2020 – 05/2021
Identified and led sales to ISV, MSP, CSP, OEM partners which embed IBM or Red Hat Products into partner IP, software, hardware, or services to create self-branded solutions.

- Enabled Sycomp to deliver IBM Spectrum Scale on RHEL embed solution for large enterprise in Microsoft Azure.
- Worked with Novate to deliver Managed IOT services using an embedded Maximo solution.

Parallels - **Sr Manager Partner Sales ISV MSP CSP OEM** |10/2014 – 10/2019
Provided hands on sales leadership focused on Parallels RAS VDI solution.

- Created and managed the Parallels Service Provider Program (PSP) including consumption licensing, pricing, deliverables, contracts, marketing, and executive GTM Strategy resulting in over $6,000,000 Global MRR sales.
- Grew Service Provider consumption based MRR sales 170% YOY.
- Delivered revenue/profit growth with the largest ISV MSP CSP OEM partners including Tyler Technologies, Epicor, Highjump, BlueYonder, Casaba, McKesson resulting in average 50% annual MRR usage increase.

HPe - Sr. Storage Sales Executive | 05/2012 – 09/2013
Sales leader for new and 100% competitive enterprise account sales in the Pacific Northwest region focused on HP Virtual Storage solutions. Worked effectively across multiple internal and external business units to drive storage virtualization, business continuity and cloud integration.

- Achieved 107% 2013 Sales Objectives.
- Led highly competitive $821,000 Storage replacement and expansion at Tektronics.

IBM - Sr Storage Solution Sales Leader | 05/2010 – 5/2012
As a part of a specialized team, successfully led sales of new IBM Virtualized Storage Solution products in the Pacific Northwest region.

- Achieved 110% of FY 2010 sales objectives.
- Led demand generation events resulting in over $1,500,000 of net new competitive sales in less than 1 year.
- Enabled over 25 Key VARs delivering a 50% increase YTY in IBM Growth solutions sales.

CloudFuse - Managing Partner | 09/2009 – 05/2010
Specialty services company focused on technology sales channels. Business, sales, and technology consulting with several projects successfully delivered high client satisfaction.

- Developed Sales Training Content for HPe 2010 ESSN Sales Kick Off.
- Closed key services contract with Doyenz for DRaaS offering.

Leverage Information Systems - Director of Enterprise Sales | 09/2008 – 09/2009
Large Regional VAR focused on delivering Cisco Solutions**.** Developed and executed strategic/tactical plans required to achieve corporate growth goals. Led a team of 12 field sales, inside sales and pre-sales engineering resources as well as overall P&L responsibility.

- Reduced operating expenses by 60% through improved alignment between sales costs and performance.
- Improved team transaction profitability 5% (average) through implementation of solution selling process.

NetApp - Sr. Channel Partner Development Manager | 11/2006 – 08/2008
Organically developed new channel sales territory including all aspects of recruitment, enablement, sales support, and relationship management.

- Within 6 fiscal quarters recruited and enabled over 40 producing VARs and 140 total VARs.
- Developed and executed sales plans with top VARs which resulted in over $1,500,000 in net new business.
- Enablement activities resulted in highest revenue yield per VAR in North America.

Education

Harvard University, Boston MA
Completed IBM Premier Program
Washington State University Pullman, WA
Awarded Diploma for Bachelor of Arts in Humanities - Business/Communications

Partnership Leaders: Executive Member - Industry association for Partnership/Channel/ Alliances leaders.

Certifications

- IBM Certifications: IBM watsonx.ai Sales Foundation, Blockchain Essentials, Watson IOT Platform, System Storage.
- AWS Certifications: AWS Cloud Economics Accreditation
- Impartner PRM IQ Certification: Administration, Object Management, Segmentation, Workflows, Approval Workflows, Push Notifications, CMS 3.0, Asset Library 2.0, Co-brandable Assets and CRM Sync.
- Other Certifications: Agentic AI: Building Data-First AI Agents