

David Madison

dmadison900@icloud.com | 425-223-1469 | Seattle, WA (Relocating to Las Vegas, NV)

[LinkedIn Profile](#) | Personal Website: <https://davidmadison.info>

Senior Sales & Channel Leader

Results-driven sales and channel leader with demonstrated experience building revenue engines and partner ecosystems. Player-coach who thrives wearing multiple hats in ambiguous, high-growth environments.

- ISV/MSP/CSP/VAR/OEM Channel Management
- Built channel programs from scratch (3x)
- Successful driving sales for new solutions (4x)
- Direct sales, co-sales and channel sales experience
- Partner Recruitment, Enablement & Scaling
- Ability to translate technology into business value
- C-Level Relationship Building
- Effective working across multiple departments

Work Experience

Praedictio.ai | Sales and Channel Leader North America | 02/2026 – Present (contract)

Pioneering early revenue growth and ecosystem expansion by building the sales engine from zero to drive adoption of transformative application security solutions across North America.

- Leverage deep industry relationships to identify and close high-value prospects.
- Own partner ecosystem strategy and recruit high propensity partnerships.
- Collaborate directly with founders on product-market fit, GTM strategy, and initial positioning.
- Design and implement scalable sales processes, playbooks, and channel programs to support hyper-growth.

Inuvika | Sales and Channel Leader North America | 01/2024 – 09/2025

Led North American market entry and built sales + channel program from the ground up.

- By leveraging existing relationships, aggressive recruitment and Alliance Partnerships activated 40+ new VAR, MSP, CSP, and ISV partners resulting in 215% YOY revenue growth.
- Owned full sales and channel strategy: recruited, qualified, enabled, and grew partner ecosystem while forging strategic CSP/hosting partnerships generating 5,000+ net-new license deployments in consumption-based MRR.
- Designed and implemented scalable sales/channel operations (CRM/PRM workflows and infrastructure).
- Exceeded 100% of all revenue and profit objectives.

Independent Consulting | Fractional Sales and Channel Services | 05/2022 – 01/2024

Provided Sales, Channel, GTM Strategy Services, Channel Management, PRM/TCMA deployment and automation.

Spur Reply | Principal Consultant Channel Management | 08/2021 - 03/2022

Delivered strategic channel and GTM engagements for enterprise software leaders.

- Led channel assessments, next-gen distribution strategy, and partner segmentation initiatives for Hyland Software, VMware, NetApp, and Microsoft (FY23/24 GTM Partner Segmentation Strategy).

Arrow Electronics | IBM Build Partner Sales Manager ISV MSP CSP OEM | 01/2020 – 05/2021

Drove embedded IBM/Red Hat solutions into partner IP, software, hardware, and services.

- Led Sycomp engagement delivering IBM Spectrum Scale embedded solution in Microsoft Azure, generating over \$1,000,000 in first-year revenue.

Parallels | Sr Manager Partner Sales ISV MSP CSP OEM | 10/2014 – 10/2019

Built and scaled the global Parallels Service Provider Program (PSP) for RAS VDI solutions.

- Created and launched full PSP program (consumption licensing, pricing, contracts, marketing, GTM strategy), resulting in over \$6,000,000 global MRR.
- Grew service-provider consumption MRR 170% year-over-year.
- Delivered average 50% annual MRR usage increase with major ISV/MSP partners (Tyler Technologies, Epicor, HighJump, BlueYonder, McKesson).

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.

(Earlier roles including NetApp, IBM, and Leverage Information Systems available upon request)

Education**Harvard University, Boston MA**

Completed IBM Premier Program

Washington State University Pullman, WA

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, 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

Technology Experience

- AI Technology and Infrastructure.
- Application Security Solutions.
- DaaS, Application Publishing (VCC), VDI
- NVIDIA, IBM, Red Hat, HPe, NetApp, Cisco, VM Ware, Microsoft, Nutanix, AWS, Azure, Parallels, Inuvika.
- Infrastructure Virtualization - Server, Storage, Network.
- Cloud, Private Cloud, Hybrid Cloud, IaaS, PaaS.
- Storage Solutions, SAN/NAS/Object, Disaster Recovery/Data protection, Security, Cloud Storage.
- Impartner PRM, Salesforce CRM, Zoho CRM.