

David Madison

dmadison900@icloud.com | 425-223-1469 | Seattle, WA

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

Senior Sales & Channel Leader

Results-driven sales and channel executive with 20+ years building revenue engines and partner ecosystems from scratch (3x) in highly competitive technology markets. Proven ability to penetrate new markets, forge C-level strategic alliances, and close mission-critical enterprise deals. Successful experience driving foundational sales for new technology solutions (4x). Delivered 700% partner growth, 215% revenue uplift, \$6M+ global MRR programs, and consistent quota-achieving performance. Player-coach who thrives wearing multiple hats in ambiguous, high-growth environments.

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 and strategic partner ecosystem opportunities.
- 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.

- Drove 215% revenue growth and 700% increase in active channel partners by leveraging existing relationships and aggressive recruitment of 40+ new VAR, MSP, CSP, and ISV partners.
- Owned full sales and channel strategy: recruited, qualified, enabled, and grew partner ecosystem while forging strategic CSP/hosting partnerships (Opus Interactive, US Signal, Simnet, AIM Services), generating 5,000+ net-new license deployments in consumption-based MRR.
- Established key OEM/technology alliances with Microsoft, 10zig, Zadara, Verge.io, and Virtuozzo to accelerate ecosystem revenue.
- 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.

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.

IBM | Americas Competitive Sales Leader | 01/2006 – 11/2006

Created, delivered, and executed competitive sales strategies within the System x brand for all business units in North America. Created unique sales TCO and ROI tools that aligned technology with business value for strategic customers.

- Led strategic win plans for top 14 competitive accounts delivering over \$15,000,000 of incremental revenue in less than 12 months.

IBM | Sr. Channel Partner Territory Manager | 5/2000 – 12/2005

Led and executed effective territory sales management strategies to drive hardware, software and IGS services business through key IBM Business Partners.

- Recognized for ability to close large complex opportunities resulting in 8 Americas Vice President Awards.
- Achieved over 100% of \$160,000,000 average yearly quota from 2000 - 2005.

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.