

JUSTIN GILBERT

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Enterprise Channel & Partnerships Executive

Enterprise channel leader with a proven history of expanding scope and responsibility across high-growth technology organizations from early career operational roles to executive leadership. Known for building scalable partner ecosystems, driving predictable revenue, and leading organizations through acquisition and transformation. Combines strategic vision with operational rigor to align sales, marketing, and partner motions while delivering sustained year-over-year growth.

CORE EXPERTISE

Channel Sales Leadership • Partner Ecosystem Strategy • Go-To-Market Execution • Revenue Growth • Organizational Design • MSP & VAR Programs • Distribution Strategy • Global Partner Programs • Pipeline Development • Forecasting • Executive Alignment • Operational Scaling • Sales Automation • Partner Enablement • Market Expansion

PROFESSIONAL EXPERIENCE

Object First (Acquired by Veeam) | Head of North America Channel Sales | 2024 – Present

Lead a multi-region organization responsible for partner-driven revenue across the U.S. and Canada. Built the channel engine from the ground up, implementing segmentation, compensation frameworks, enablement, and operational structure while leading 24 sellers, managers, and technical resources.

- Scaled pipeline from \$35.7M to \$54.7M while doubling bookings to \$20M.
- Elevated channel contribution from 52% to 70% of total pipeline.
- Expanded partner engagement with over 100% growth in field activity and nearly doubled deal registrations.
- Helped position the company for successful acquisition by Veeam through predictable ecosystem-driven revenue.

Channel Program | Vice President, Channel Sales | 2023 – 2024

Recruited to build and lead two sales organizations supporting 200+ technology vendors. Directed GTM strategy, partner program design, and operational frameworks that accelerated revenue and enabled rapid expansion.

- Launched an MSP-focused offering that generated 200 net-new partners within six months.
- Increased outbound productivity by 250%, producing a 7x pipeline expansion.
- Built repeatable channel programs improving vendor market entry and partner activation.

OpenText (Acquired Zix, which previously acquired AppRiver)

Senior Director, MSP Channels | 2022 – 2023

Promoted following acquisition to lead North American MSP channel strategy across a multi-product cybersecurity and cloud portfolio, overseeing managers and more than 45 channel sellers.

- Delivered a 15% increase in revenue and expanded MSP market share by 7%.
- Reduced sales cycle time by 20% through focused enablement and execution.
- Increased channel-sourced opportunities by 13%.

Senior Director, Channel Marketing (Zix) | 2019 – 2022

Selected to build and lead a global channel marketing organization supporting a 7,000-partner ecosystem.

- Increased partner-driven pipeline by 40% while expanding engagement across the ecosystem.
- Launched the company's first Global Partner Program integrating multiple partner environments.
- Expanded pipeline by 20% through innovative co-marketing initiatives.

AppRiver (Acquired by Zix) | Progressive Leadership Roles | 2007 – 2019

Promoted multiple times across sales operations, channel account management, and senior leadership as scope expanded. Played a key role in scaling the business ahead of acquisition.

- North American Channel Sales Director
- Channel Account Manager
- Northeast Channel Account Manager
- Sales Operations
- Contributed to 382% ARR growth and 364% revenue growth during tenure.
- Led a 33-person organization spanning the U.S. and Canada.
- Secured 5 of the company's top Microsoft 365 partners driving significant recurring revenue.
- Launched the Canadian partner program, expanding international reach.

United States Navy | Aviation Warfare Operator, 2nd Class | 1996 – 2001

Led a team of 16 sailors in mission-critical operations, developing the leadership foundation that continues to shape a high-performance management style.

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Science in Information Technology — University of Phoenix

Executive Certificates: Channel Management • Coaching Effect • Solution Sales

TECHNICAL SKILLS

Salesforce, HubSpot, Impartner PRM, Gong, ZoomInfo, Outreach, Revenue Analytics, Partner Portals, Marketing Automation