

Justin Gilbert

Executive Level Channel Sales Leader

Senior Channel Sales & Marketing Director with 16 years of experience providing data driven player/coach style leadership to sales and marketing teams. Driven by a passion for achievement, I have a proven background in advancing organizational performance with a track-record of delivering year over year revenue growth.

✉ thejustingilbert@gmail.com

📍 Gulf Breeze, FL

🌐 [linkedin.com/in/thejustingilbert](https://www.linkedin.com/in/thejustingilbert)

📞 850-221-3050

🌐 [thejustingilbert.com](https://www.thejustingilbert.com)

🐦 twitter.com/JustnCG

SKILLS

Partner Program Development

Public Speaking

Sales Automation

Sales Operations

Team Building

Solution Based Sales Methodology

Microsoft 365 Sales & Positioning

Cloud Security

SaaS Sales

Partner Value Creation

Partner Marketing Strategies

Performance Management

Marketing Automation

RECENT WORK EXPERIENCE

Senior Director, MSP Channel Development AppRiver (Acquired by OpenText)

01/2022 - Present

In previous role I developed MSP GTM Recruit strategy and took over the new team to lead our recruit strategy going forward

Achievements/Tasks

- Part of a core group of leaders who helped AppRiver achieve an ARR Growth of 382% from \$57M to \$275M, Revenue growth of 364% from \$55M to \$255M, and EBITDA growth of 404% from \$11M to \$55M
- Lead a team of 20 value driving hunters who specifically target channel partners throughout North America with tangible partner benefits ahead of a prospective partner signing
- Primary AppRiver speaker at all recruit focused tradeshows, keynotes, boardrooms, forums, podcasts, and interviews

Senior Director, Channel Marketing AppRiver

04/2020 - 12/2021

Recruited back to Zix | AppRiver to build a new Channel Marketing team with a renewed focus on the MSP community.

Achievements/Tasks

- Developed a unified Global Partner Program for 7,000 partners integrating Zix, AppRiver, North American, EMEA, new benefits, while folding in legacy partner programs for MSPs, VARs, DMRs, and Master Agents
- Led a team of 10 Channel Marketing Managers responsible for developing, driving and implementing to and through channel marketing activity for 7,000 Zix | AppRiver partners, globally
- After our successful Global Partner Program launch I began work on developing AppRiver's first MSP centric recruit model and hired/trained and managed a growing team of BDRs, Channel Recruit Managers, and Onboarding Engineers

Sales Director Files.com

06/2019 - 03/2020

Hired to develop the channel sales strategy while refreshing the retail GTM to prepare for acquisition

Achievements/Tasks

- Developed a Channel GTM strategy and worked with senior leadership to create a new per user pricing structure
- Created a channel sales training curriculum coupled with new KPIs
- Hit 108% of revenue goal while implementing new channel and retail sales strategies

RECENT WORK EXPERIENCE

North American Channel Sales Director

AppRiver LLC

11/2018 - 06/2019

Promoted to expand N.A. growth through strategic, midsize and SMB focused partnerships while launching our Canadian territory

Achievements/Tasks

- Accountability: \$97M in Revenue, 60,000 Clients, 5,000 partners managed by Retail, Strategic, Channel, Business Development & Canadian Sales Teams
- Restructured partner programs to drive deeper incentives for highest performing partners while increasing gross margins by \$3M
- Wrapped 2019 at 20% growth, AppRiver's highest annual revenue growth
- Previous roles at AppRiver include Channel Account Manager and U.S. Channel Sales Manager where I scaled our team from 8% YoY growth to 15% YoY Growth

U.S. Channel Sales Manager

AppRiver LLC

10/2014 - 11/2018

Promoted to lead business development activity for US Channel Sales

Achievements/Tasks

- Scaled from 8% year over year growth in 2014 to 15% year over year growth in 2017
- Introduced innovative incentive programs to increase partner retention and IP revenue streams
- Key Focuses: Partnership Business Development, Solution Sales Training, Mentorship, Driving Partner Incentives, Increasing opportunity development and discovery, Leveraging partner/customer profiles to drive initiatives

N.E. Channel Account Manager

AppRiver LLC

01/2007 - 10/2014

Recruited to develop activity for North East Market with primary accountability for guiding, tracking, and advancing partner growth

Achievements/Tasks

- Consistently exceeded goals for outbound contact efforts, revenue growth, & conversion rates
- Accountability: \$4.1M in Revenue, 3,200 Clients, & 350 partners
- Developed 5 of AppRiver's 10 top largest producing partners

EDUCATION

Bachelor of Science (B.S.) Information Technology

University of Phoenix

08/2008 - 05/2010

Courses

- With an Associate of Science in Business Administration, Management, and Operations from Pensacola State College

ORGANIZATIONS

Sales Management Association (06/2016 - Present)

- The Sales Management Association is the only global, cross-industry professional association for managers focused in sales force effectiveness. Our members include professionals in sales operations, sales enablement, commercial effectiveness, sales leadership, and other functions that support the sales force. We promote professional development, peer networking, best practice research, and thought leadership in an effort to help all professionals who support, manage, coach, and lead sales organizations.

National Association of Sales Professionals (05/2017 - Present)

- The National Association of Sales Professionals (NASP) is comprised of dynamic men and women who have distinguished themselves as leaders in the rapidly changing world of sales. NASP is the largest online community of sales professionals in the world with coaching, mentoring, and training listed as just a few of their key benefits to members.