Justin Gilbert


### Channel Strategy Leader

Senior Channel Marketing and Sales leader with 17 years of experience providing data driven player/coach style leadership to marketing and sales 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 growth.

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# SKILLS

Public Speaking

Sales Automation

Channel Marketing

Team Building

Solution Based Sales Methodology

Channel Messaging

Partner Enablement

SaaS Sales

Partner Value Creation

Partner Marketing Strategies

Performance Management

Marketing Automation

**RECENT WORK EXPERIENCE**

Partner Program Development

## Vice President, Channel Sales

### Channel Program

*07/2023 - Present*

*Responsible for leading, scaling, and coaching two sales teams in a high-growth startup environment. Achievements/Tasks*

My vendor team has helped 200+ SMB, Midsize, and Enterprise vendors build their GTM channel strategies, channel programs, and robust

lead generation and brand awareness campaigns.

My MSP has created a new market in helping hundreds of MSPs manage their growing vendor stacks and complex contracts.

In my ﬁrst year I've increased team outbound activity by 250%, built a 7x quota Pipeline, and increased new Vendor Logo Revenue by 60%. The MSP team has successfully launched the company's ﬁrst MSP Offering, Vendor Contract Management, in March of 2024.

## Senior Director, MSP Channels

### OpenText

*01/2023 - 07/2023*

*Responsible for Managed Services strategy with particular focus into opportunities to grow/or enhance our portfolio. 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.

Accountable for the North American MSP channel strategy, go-to-market activities and plans. Along with my 5 managers I lead a team of 45+ channel sellers.

Ensure North American MSP Channel strategies aligns with OpenText’s overall channel and sales strategy to drive top line revenue growth.

Actively work with Channel Marketing teams to foster a healthy partner ecosystem while driving executive level relationships within the various partners.

Capture and communicate market intelligence, best practices, and partner feedback across assigned territories to improve products and processes.

# RECENT WORK EXPERIENCE


## Senior Director, Channel Marketing

### Zix (Acquired by OpenText)

*06/2019 - 01/2023*

*Tasked with building a new Channel Marketing team with a renewed focus on MSPs, Distributors, and Independent Software Vendors. 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.

## North American Channel Sales Director

### AppRiver LLC (Acquired by Zix)

*11/2007 - 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.

# EDUCATION

## Bachelor of Science (B.S.) Information Technology/Multimedia and Visual Communication

### University of Phoenix

*08/2008 - 05/2010*

# ORGANIZATIONS

#### Advisory Council Member - SaaS Ecosystem Advisory Council (01/2021 - 07/2023)

The council is dedicated to exploring the beneﬁts and opportunities created through SaaS, applications and cloud solutions.

Further collaboration with CompTIA’s other industry advisory councils to further enable opportunities and partnerships around the IT channel, drones, blockchain and internet of things.

#### Florida's Great Northwest - Board Member (09/2020 - 07/2023)

We represent regional businesses, utility partners, economic development organizations, higher education institutions, and workforce boards. Because of our support, businesses and residents have a wealth of opportunities to ﬂourish and grow in the Florida Panhandle.

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

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.