

JUSTIN GILBERT

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Senior Channel Partner Leader

Strategic Channel and Partnerships leader with extensive experience building and scaling multi-region partner ecosystems across SaaS, cybersecurity, and hardware markets. Architect of high-performing channel organizations, partner programs, and GTM engines that accelerate revenue, expand market reach, and deepen reseller, distributor, and alliance engagement. Adept at combining data-driven execution with operational discipline; aligning sales, marketing, product, and enablement to drive year-over-year growth. Known for developing top-tier channel talent, elevating partner experience, and delivering strong, predictable performance in high-growth environments.

AREAS OF EXPERTISE

Channel Sales Leadership • Channel & Alliances Strategy • SaaS GTM Models • Cybersecurity Channel Ecosystems • Partner Program Architecture • Distribution (TD SYNnex, Ingram, Arrow) • VAR/Reseller Engagement (CDW, SHI, Insight, Connection) • MSP & MSSP Programs • Partner Recruitment & Onboarding • Channel Marketing & Co-Selling • Deal Registration & Incentive Design • Sales Automation & RevOps Process Optimization • Field & Inside Channel Execution

- Partner Enablement & Technical Certification • Pipeline Growth & Forecasting
- Competitive Positioning & Market Expansion

PROFESSIONAL EXPERIENCE

Object First, Denver, CO

Head of North America Channel Sales

10/2024 – Present

Overseeing a multi-region, multi-team organization responsible for all partner-driven revenue across the U.S. and Canada. Built the channel engine from the ground up, implementing partner segmentation, GTM structure, compensation frameworks, onboarding, deal registration, enablement, and a complete operational playbook that unified all channel motions. Led 20 channel sellers, managers, and technical resources across Distribution, Corporate Resellers, Emerging Partners, Focus Partners, and the Canadian field team. Partnered cross-functionally with Sales Operations, Marketing, and Product to scale channel-sourced pipeline, optimize processes, and launch the company's first formal partner program and certification framework. Drove major YoY performance improvements across pipeline, bookings, partner activation, and partner-sourced growth.

Key Accomplishments:

- Built the North American channel organization into a scalable, data-driven revenue engine, driving pipeline from **\$35.7M → \$54.7M** and doubling bookings YoY.
- Expanded partner engagement intensity, delivering **102% more field events, 210% more account mappings, 92% more deal registrations**, and **99% more CSOs** in year one.
- Elevated channel-sourced contribution from **70% → 85%** of total pipeline through structured coverage, new partner tiers, stronger incentives, and unified inside/field motions.
- Launched the first deal registration program, partner certification tracks, and partner enablement framework, enabling **2,588 partners** and certifying **1,463 total sellers & engineers** in 2025.
- Strengthened national reseller and distributor performance across CDW, Insight, SHI, PC Connection, Arrow and the Focus Partner ecosystem, driving multi-million-dollar YoY growth.

Channel Program, Edgewater, MD
Vice President, Channel Sales

07/2023 – 9/2024

Recruited to build, scale, and lead two independent sales teams within a high-growth startup, supporting vendors across SaaS, cybersecurity, hardware, and IT services. Directed GTM strategy, partner program development, and revenue acceleration initiatives for 200+ vendors ranging from SMB to enterprise. Designed scalable sales processes, operational frameworks, and automation systems that improved efficiency, strengthened partner engagement, and enabled rapid company expansion. Managed strategic relationships across distributors/TSDs, marketplaces, and key vendors, ensuring alignment, performance, and long-term partnership success.

Key Accomplishments:

- Built customized channel programs and GTM strategies for 200+ vendors, improving partner activation, market entry, and revenue performance while navigating complex contracts and vendor arrangements.
- Conceived and launched the company's first MSP-focused offering, MYITSpent, generating 200 net-new MSPs in the first six months.
- Increased outbound productivity by 250%, resulting in a 7x pipeline expansion and 60% growth in new vendor logo revenue.

OpenText, Waterloo, Ontario
Senior Director, MSP Channels

01/2023 – 07/2023

Promoted to lead the North American MSP channel strategy and drive key GTM initiatives supporting a multi-product cybersecurity and cloud portfolio. Led 5 managers and 45+ channel sellers while strengthening executive relationships across MSPs, distributors, and strategic partners. Partnered cross-functionally with product, marketing, sales, and operations to drive alignment, gather market intelligence, and optimize channel performance.

Key Accomplishments:

- Aligned MSP channel strategy with corporate goals, delivering a 15% increase in top-line revenue and expanding MSP market share by 7% in six months.
- Increased partner engagement by 10% and joint marketing execution by 12%, driving a 13% increase in channel-sourced opportunities.
- Reduced sales cycle time by 20% through improved GTM execution, focused enablement, and strategic planning.

OpenText, Waterloo, Ontario
Senior Director, Channel Marketing

06/2019 – 01/2023

Established and led a new channel marketing organization focused on MSPs, distributors, and ISVs. Directed 10 channel marketing managers in building and executing global marketing strategies for a 7,000-partner ecosystem, significantly improving engagement, enablement, and partner-driven revenue. Represented the company externally as a thought leader, keynote speaker, and channel advocate across conferences, boardrooms, and executive forums.

Key Accomplishments:

- Built and managed a thriving global channel community of 5,000+ MSPs, 1,500 agents, 5 DMRs, and 500 VARs, increasing partner-driven sales by 40% and community engagement by 25%.
- Led innovative co-marketing and partner demand-gen initiatives, increasing lead generation by 35% and expanding the sales pipeline by 20%.

- Developed and launched the first Global Partner Program for 7K partners—integrating Zix, AppRiver, and international partner ecosystems into one unified framework.
- Created AppRiver’s first MSP-focused recruitment and onboarding engine, hiring and developing BDRs, channel recruiters, and technical onboarding teams to accelerate MSP acquisition and retention.
- Advanced data-driven decisioning across channel marketing by standardizing performance metrics, enhancing analytics, and optimizing resource allocation and partner investment.

ADDITIONAL RELEVANT EXPERIENCE

AppRiver LLC (Acquired by OpenText), Gulf Breeze, FL

North American Channel Sales Director

11/2007 – 06/2019

Led North American channel sales with responsibility for 4 reporting managers and a 33-person team across the U.S. and Canada, spanning strategic, midsize, and SMB partner ecosystems. Directed channel growth initiatives, launched the Canadian partner program, and expanded U.S. revenue through strengthened relationships with distributors, MSPs, VARs, and strategic cloud partners. Built high-performing teams, optimized partner engagement frameworks, and contributed to corporate growth initiatives that positioned AppRiver for acquisition.

Key Accomplishments:

- Played a core leadership role driving explosive company growth—contributing to 382% ARR growth (\$57M → \$275M), 364% revenue growth (\$55M → \$255M), and 404% EBITDA growth (\$11M → \$55M).
- Secured 5 of AppRiver’s top 10 largest Microsoft 365 Modern Work ARR partners, producing 20% YoY growth and \$4.1M in revenue across 3,200 clients and 350 partners.
- Strengthened partner satisfaction, loyalty, and long-term retention by resolving conflicts, improving engagement quality, and accelerating value realization for top partners.
- Increased partner activation and collaboration through structured strategic planning sessions, regular touchpoints, and co-branded campaigns—leading to significantly higher partner participation and commitment.
- Launched and scaled the company’s Canadian partner program, expanding market reach and creating new growth channels across the MSP and VAR ecosystem.

United States Navy, Jacksonville, FL

Aviation Warfare Operator, 2nd Class

9/1996 – 09/2001

Served as an Aviation Warfare Operator, leading and supervising a team of 16 junior sailors while analyzing mission-critical sensor data. Built the early foundation for disciplined leadership, accountability, team development, and high-stakes decision-making that has shaped my approach to leading high-performance teams throughout my career.

EDUCATION, CERTIFICATIONS & PROFESSIONAL DEVELOPMENT TRAINING

Bachelor of Science (BS) in Information Technology/Multimedia & Visual Communication

University of Phoenix, Phoenix, AZ

Executive Certificate in Channel Management 101 • Executive Certificate in Channel Management 201
Coaching Effect Certificate • Solution Sales Certificate • The New Solution Selling • The Coaching Effect
Measure what Matters

TECHNICAL SKILLS

Salesforce CRM, HubSpot CRM, Impartner PRM, Sales Automation, Marketing Automation, Outreach, Revenue Grid, Gong, ZoomInfo, RocketReach, AI Forecasting & Pipeline Analytics, Channel Data Management, Partner Portal Administration