

Contact

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Top Skills

Product Management
Management
Product Marketing

Honors-Awards

Employee of the Year
Gold Award Recipient

Holly Delgado

Business Strategist, Status Quo Disruptor, Idea Transformer
Miami/Fort Lauderdale Area

Summary

Accomplished sales and marketing professional with demonstrated success delivering growth in channel partner, direct, and retail sales. 10+ years of progressive experience at Dell while operating in an enterprise environment. Recipient of numerous awards for delivering indirect and direct revenue growth.

Expertise Includes:

- Channel Partner Sales, Sales & Partner Training, Go-to-Market Planning
- Relationship Building, Account Management, Direct Sales, Demand Generation

Let's Connect:

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Experience

Dell EMC

Global Channel Marketing Consultant

November 2016 - Present

Miami/Fort Lauderdale Area

- o Established Global Governance of Dell EMC Marketing Channels including North America, Latin America, Asia and Europe serving over 160,000 partners
- o Create critical initiatives such as NBI (New Business Initiative) which helps channel partners with prospecting and closing new business for Dell EMC and fuels a 30 billion dollar business.
- o Manage and enhance the Global Channels Sales Enablement Center, which provides digital assets that empower a channel partners sales, technical and marketing team to exceed yearly goals.

Dell Computer

9 years 3 months

Channel Account Manager

2012 - Present

Miami, FL

Promoted to lead turnaround efforts for a group of 13 under-performing partners and 5 high-potential partners. Drives indirect revenue through Dell's Channel Partner program by building relationships with managed service providers (MSPs) and value-added resellers (VARs). Helps partners offer end-to-end technology solutions, including servers, storage, cloud, network solutions, security, software, devices, and professional services.

- Coordinates with a team to drive channel partner success by delivering resources
- Supports partners with planning for demand generation, product training, and solution pricing
- Delivers training to partners and leverages internal resources to provide technical guidance
- Works with Field Marketing Managers to build a pipeline of new partners

National Account Manager

2011 - 2012 (2 years)

Miami, FL

Provided professional organizations (e.g. National Association of Realtors) with the resources to offer inclusive solutions to their respective members. Led a team of 5 direct reports and 10 indirect reports. Assisted organizations with annual planning.

- Created affiliate packages, marketing, collateral, discounts, and landing pages
- Located resources to build and manage the pipeline via a dedicated contact at each reseller
- Assisted in launching a call center, providing one-minute access to technical support

Field Marketing Manager

2010 - 2011 (2 years)

Miami, FL

Managed a seven-figure marketing budget across nine retail locations to and expand Dell's presence in North American. Led a 10-person creative team to implement campaigns. Key contributions in go-to-market planning and implementing promotional initiatives.

Alienware Inc

7 years

Retail Marketing Manager

2010 - 2011 (2 years)

Miami, FL

Developed and maintained go-to-market retail strategies for the Alienware brand. Managed Alienware retail messaging across all Dell retail accounts at major retailers. Team lead for the Alienware retail experience at E3, assisting in the design of the event booth as well as the brand's positioning and messaging.

Business Development Manager

2007 - 2009 (3 years)

Miami, FL

Developed and directed new revenue producing growth opportunities while the company was still in the high-tech start-up phase. Managed Alienware's Australia operations 2007. Built student and faculty sales channel and grew the program from scratch.

Business Development Specialist

2005 - 2007 (3 years)

Miami, FL

Managed the Alienware's Super Affiliate Program. Team project strategist for the company's first retail kiosk location and program.

Education

Stetson University

BS in Business Management, Pre-Law, Marketing, E-commerce · (1998 - 2002)

Florida International University

Master of Business Administration (MBA) · (2017)