

# DIANNE D. CAMPBELL, CA-AM

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## SUMMARY

### CHANNEL SALES – ALLIANCE AND PARTNER ACCOUNT MANAGEMENT

Over 7 years of partner account management excellence in Fortune 500 companies. Experienced in strategic partner planning through tactical execution. Scope includes managing one partner with 800 sales reps in 13 states. Skilled in partner recruiting, training, and launching programs. Works autonomously in a highly ambiguous, fast-paced matrixed environment. Excellent cross-team collaborator, leading and participating in virtual teams spanning multiple functions, geographies, organization levels and personal styles.

|             |                         |                      |
|-------------|-------------------------|----------------------|
| Persuasive  | Partner Team Engagement | Influence and Impact |
| Creative    | Presentations           | Customer Advocacy    |
| Resourceful | Business Acumen         | Project Management   |

## PROFESSIONAL WORK EXPERIENCE

**NCR, Channel Sales Manager**, Southeast and Mid Atlantic

2017 – 2020

- **Partner Team Engagement:** Grew customer adoption by co-selling, driving enablement, team motivation and engagement. Result: Grew annual partner revenue 15% in 2018 and 2019.
- **Sales Operations Excellence:** Superior pipeline management, sales prospecting and Go To Market (GTM) campaign execution. Result: NCR National Top Performer, doubling regional partner funnel velocity.
- **Partner Development:** Created strategic partner sales and marketing business plans to address capability gaps and aggressively penetrate competitive accounts; Increased YoY partner profitability by 10% and provided a world class partner experience.
- **Sales Training:** Created and delivered quarterly 3-day partner sales certification course with an interactive role-play approach to prospect qualification, overcoming objections, and selling on value not price. Resulted in 65% more accurate partner forecasting and a 3-month shorter sales cycle on average.

**Toshiba America, Professional Services Business Development Manager**, North Carolina

2016 – 2017

- **Territory Management:** Established Toshiba field service solutions in a new market by prospecting, developing strategic and tactical sales campaigns, and gaining access to C-level leadership, which exceeded net new business quota by 10% over 2 years.
- **Recruitment:** Secured 4 outsourcing partnerships, designed to accelerate net new field service contracts, exceeding goal by 50%.

**Samsung America, Channel Sales Manager**, Western US

2011 – 2015

- **Channel Management:** Managed 800 Verizon Wireless B2B sales reps in 13 states, as well as robust channel portfolio of 125 system integrators, OEMs, top tier ISVs, and ecosystem partners. Led the Nation in overall partner satisfaction scores.
- **Quota Attainment:** Served as product and mobile enterprise market SME, driving growth through effective channel engagement, training, compelling customer events, incentives, and co-marketing programs, achieving an average of 120% of sales quota.
- **Customer Value:** Developed, presented, and sold a value proposition through the channel that resulted in significant brand awareness and wins in numerous high profile enterprise and government accounts including Chevron, City of San Francisco, City of Denver, Starbucks, DirecTV, Warner Brothers, NBC Universal, Mattel, and Boeing, among many more.

**Hewlett Packard, Professional Services Account Manager, Charlotte, NC**

2009 – 2010

- **Revenue Growth:** Achieved 15% YoY territory growth in highly competitive technology services market during an economic downturn by continuously prospecting, identifying, and cultivating strategic opportunities.
- **Channel Management:** Grew partner NPS scores for loyalty and commitment by 15%, by creating and launching 4 promotions that rewarded cross-selling and upselling high-margin HP solutions. Exceeded program goals by over 20% on average.
- **Award:** Recipient of the HP Trusted Advisor Award, 2010, for winning the annual internal East Coast competition for most successful Executive Conversation strategy.

**Cisco, Key Account Manager, Charlotte, NC**

2007 – 2008

- **Territory Management:** Ran a sales territory, including partner collaboration and enablement, leveraging extended internal team in a matrixed environment, developing short/mid/long-term strategic plans for targeted accounts, and generating RFP responses, resulting in a consistent and highly qualified pipeline and closing 78.5% of forecasted business.
- **Revenue Growth:** Generated demand and protected installed base by establishing “primary vendor” strategy at executive levels within accounts in a 100% partner-fulfillment model. Replaced 4 competitive incumbents.

**Microsoft Corporation, Enterprise Mobility Solution Specialist, Southeast Region**

2003 - 2007

- **Revenue Growth:** Achieved 30% YoY growth by owning the mobility engagement of 75 Microsoft partners into F500 enterprise accounts, orchestrating the proposal, negotiation, closing, and implementation services for the mobile version of the .NET Windows OS software platform.
- **Demand Generation:** Created and delivered the Southeast “Mobility Advisory Workshop”, an interactive and replicatable customer field event with a dynamic agenda that scaled to other regions and encouraged partner collaboration. Conducted 5 regional workshops, with 3 partners, for 60 enterprise customers, and resulted in 36 solution engagements.
- **Award:** Partner Best Practice, 2005: For leadership in the creation and delivery of National partner training program.
- **Award:** Customer Best Practice, 2004: For driving strategic mobility component of WW customer reference story for Nissan.

**EDUCATION**

Bachelor of Science in Business, California State University, Long Beach

**SALES TRAINING**

The Value Selling Framework, VSP, Inc.  
 HP Enterprise Sales Accreditation  
 Cisco Sales Masters I and II  
 Microsoft Sales 101 and 102  
 Karrass, Effective Negotiating, I and II  
 The Decker Method, Communicate to Influence

**CERTIFICATIONS**

CA-AM, Certificate of Achievement in Alliance Management, ASAP (*Association of Strategic Alliance Professionals*)  
 Executive Certificate in Advanced Channel Management, CompTIA  
 Salesforce.Com, LinkedIn Learning  
 Dispute Resolution Mediator, Office of the Los Angeles City Attorney