

Meredith Dishman

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ACCOUNT EXECUTIVE • PRODUCT MANAGER • PRODUCT MARKETING • BUSINESS DEVELOPMENT
Customer Development • Vendor Relationships • Product Sales Training

Highly accomplished and self-directing professional offering expertise in creating and executing effective sales and marketing strategies to promote innovative technology products. Liaise with vendors and other stakeholders to understand product specifications and target audiences to align customer recruitment and marketing strategy with core objectives. Cultivate relationships with colleagues, vendors, channel partners, and resellers to build cohesive approach leading to substantial market expansion and sales growth.

CORE COMPETENCIES

- Relationship Cultivation / Account Management
- Key Metrics / Benchmarks Reporting & Analysis
- Effective Problem Resolution / Mitigation
- Strong Communication Skills
- Market Expansion / Sales & Revenue Growth
- Technology (Software / Hardware) Products
- New Business Development / Lead Generation
- Internal Training Program Facilitation
- Distribution / Supply Chain Operations
- Channel Partners & Reseller Management

PROFESSIONAL EXPERIENCE

CLOUD HARMONICS - Austin, TX

Channel Manager, 9/2014 to Present

Develop and manage regional team responsible for **\$100M+ revenue**, and tasked with recruitment of net new channel customers, and their strategic on-boarding and development, for key manufacturer lines. Maintain Tier 1 accounts with channel partner development strategy, including but not limited to product and quote support, MDF assistance, and creation of strategic internal development programs. Assist in Tier2/3 accounts with customer plan and on-boarding program guidance to ensure maximum success and further sales development and pipeline growth. Contributor with various internal programs, incentives, and program guidelines and processes to ensure Cloud Harmonics' delivery of all key offerings maximize success in channel.

Key Achievements:

- Consistently **expand Central Regional market share by 30% YoY growth** for account base.
- **Increased customer presence within territory by 50%.**
- Trusted advisor for introduction of key technologies based on customer needs.
- Team lead for internal projects and work flow processes.

ARROW ECS - Austin, TX

Product Manager, 2/2014 to 9/2014

Manage **\$200M+ vendor account**, and supervised the integration of vendors through the COMPUTERLINKS acquisition.

Key Achievements:

- Improved order accuracy and maintained order SLA through transition, to maintain and **improve market share at 57% in North America.**
- **Consistently expanded North American channel market share by 30% YoY growth** for leading vendor account.
- Engage in sales events, webinar presentations, on-boarding conference calls, and daily interaction with vendors and sales representatives to create positive image for distribution group.

- Spearheaded process improvements across vendor ordering, key metrics, and pricing by implementing standard procedures.
- Contribute to on-going training for colleagues in sales and product management to drive improved service and deeper product understanding.
- Maintain solid understanding of product lines and specifications to provide accurate information regarding requirements.

COMPUTERLINKS – Austin, TX

Product Manager / Product Marketing Manager, 10/2008 to 2/2014

Manage \$38M+ vendor account, ensuring synergy between operations, sales, staff product / procedure training, and vendor support. Cultivate relationships with key vendors and serve as point-of-contact providing daily communication and support.

Key Achievements:

- Devised improved internal training and standard procedures to decrease order errors and boost client satisfaction resulting in **60+% increase in vendor productivity and order accuracy**.
- **Expanded North American channel market share by 35%** for leading vendor account.
- Spearheaded process improvements across vendor ordering, key metrics, and pricing by implementing standard procedures.

COMPUTERLINKS – Austin, TX

Assistant Product Manager, 10/2007 to 10/2008

Worked directly with Product Manager to support vendor management and relationship development. Maintained and updated CRM system regularly. Assisted with vendor order issue resolution to correct errors and ensure quality service. Prepared reports as needed.

Key Achievements:

- Held responsibility for maintaining all content in ERP / CRM systems to support large sales and marketing teams; liaison for global project management team for project execution.
- Effectively utilized ERP / CRM database to handle all pricing and reporting for existing product sets.

COMPUTERLINKS – Austin, TX

Inside Account Executive, 7/2007 to 10/2007

Supported reseller business operations; prepared quotes and handled order fulfillment. Provided premier support and drove prompt and accurate resolution to order problems and other issues presented by resellers.

Key Achievements:

- Assisted Account managers in preparing accurate quotes for **40+ accounts**.
- Handled Canadian, Northeast, and Western regions with combined revenues of **\$20M**.

EDUCATIONAL BACKGROUND

Bachelor of Arts in English and History, 2007
THE UNIVERSITY OF TEXAS AT AUSTIN – Austin, TX

Technical Skills:

Palo Alto Networks, Blue Coat, InfoBlox, Imperva, Nutanix, Rubrik, Skybox, Webroot, Arista, Aruba, iNetSec, Avaya, HP ESP: Tipping Point, ArcSight, SAP, Microsoft Navision, Oracle, Watson, CRM, HTML