

JODI FRIEDMAN

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Lake Oswego, OR

503.201.2997

BUSINESS DEVELOPMENT AND RELATIONSHIP MANAGEMENT PROFESSIONAL

Dynamic, high-performance individual with a proven ability to manage partner and customer relationships and deliver exceptional results. Broad information technology experience with expertise in software + services.

Passion for strategic planning with a big picture vision, and the drive to make that vision a reality.

Business Management Strengths Include:

- Business Development
 - Strong Relationship Building and Management
 - People Manager and Leadership
 - Channel Management
 - Consultative Project Management
 - Creative Problem Solving leveraging Cross Group Collaboration
 - Risk and Change Management
 - Focus on Quality Partner and Customer Experience
 - Confident and Professional Communication Skills
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PROFESSIONAL EXPERIENCE

MICROSOFT

JULY 2007 – JAN 2010

Business Development Manager, Online Services

- Accountable for the development of two Strategic Telco Partners contributing to over 45M in Online Services Revenue
- Managed partner execution through business contract negotiation, monthly business reviews, collaboration with Engineering, Business, Marketing and Support leads
- Developed Partner Sales through the establishment of new, existing and up sell programs including go to market and communication planning
- Responsible for growth of Online Partner Business specifically strategic partner development. Including partner scorecard development, partner sales forecasting and large deal alignment
- Led multiple cross functional efforts to establish partner relationships and rhythm of the business procedures
- Led a cross-functional effort to manage a complex audit across the Worldwide Office Live Meeting telco business resulting in an incremental net new billing amount of \$2.5M

MICROSOFT

JULY 2006 – JUNE 2007

WW Industry Marketing Manager, Unified Communication

- Led coordination of Communication Sector depth Telco marketing plans and support for account teams to create and deliver regional Telco-specific marketing activities
- Developed a single, integrated marketing plan that mapped how targeted Telco's will deliver on their UC services revenue commitments through the assigned Business Development Manager
- Drove training events with Business Development Manager teams to certify and train Telco sales and technical representatives – ensuring training and certifications were customized, relevant to Telco value propositions
- Developed the on-boarding process for Microsoft partners specific to depth marketing programs, and go to market plans
- Supported the launch of Unified Communications components with new product releases and additions to new software licensing models through our partner community

MICROSOFT**JULY 2005 – JULY 2006****Program Manager, Unified Communications**

- Established sales enablement training and usage & adoption business strategy for audio conference providers
- Developed real time collaboration sales and training programs to enable the partner teams to increase their effectiveness in selling through the channel resulting in increased sales cycles, deeper product knowledge and a consistent on boarding approach for new and existing Partners offering Microsoft Office Live Meeting
- Established work streams to incorporate upcoming product release milestones as it pertains to the Live Meeting audio conference providers
- Developed requirements for Unified Communications training and communication programs for broad Microsoft Partner Channels

MICROSOFT**OCT 2002- JULY 2005****Manager, Unified Communication Engagement Services**

- Established and managed a team of Microsoft Office Live Meeting Engagement Managers and Trainers. This team was responsible for a 33% reduction in the time and cost of rolling out Office Live Meeting in enterprise organizations and key tie in to Product Development and Support
- Presented key value propositions to C-Level, Business Development Managers and Sales Managers, both virtually and in-person, reducing the sales cycle and increasing closed deals with existing and prospective clients
- Developed team project management processes to meet deadlines, budgets and client satisfaction targets resulting in excess of 98% approval rating from customers
- Developed cross functional internal programs leading to productivity growth within the organization
- Developed client programs to drive usage, decrease the time it takes for customers to realize their return-on-investment and promote adoption of Real Time Communications products and services
- Managed a \$650K+ marketing budget for adoption services

PLACEWARE (ACQUIRED BY MICROSOFT)**JUNE 2001- OCT 2002****Engagement Services Manager**

- Managed the end-to-end process of multiple, concurrent customer deployment engagement programs designed to integrate best practices, drive towards client ROI objectives and ensure a quality customer experience with web conferencing services
- Led change-management initiatives involving cross group collaboration to guide customers and partners through new service releases while sustaining or growing their user base
- Integrated 'lessons learned' into all client engagements, new program development and customer case study initiatives including close collaboration with Support, Product Dev and Product Management
- Drove team initiatives to design and develop content resulting in the creation of client resource material, student synchronous and asynchronous training, and various job aides
- Key contributor in product feedback loop with engineering

PLACEWARE (ACQUIRED BY MICROSOFT)**SEPT 2000- JUNE 2001****Sales Operations Business Coordinator**

- Remote office business facilitation resulting in an integrated sales team within a two month timeframe
- Compiled booked and banked revenue, created reports and presented weekly with executive team
- Analyzed compensation and quota data, developed reports and proposed improvements to the current plans while working closely with Sales Management and Finance

SYMATRIX TECHNOLOGY (ACQUIRED BY SIRIUS COMPUTER SOLUTIONS)**JULY 1998-AUG 2000****Business Management**

- Business manager for leading IBM business partner including end to end order management
- Tier 1 Distribution purchasing responsibilities and negotiations
- Technical configuration validation for AS/400, RS/6000, NT

IBM**FEB 1997- JULY 1998****Client Services, Marketing**

- Managed asset order and movement initiatives relating to key client operations
- Drove contract, billing, inventory maintenance and services management activities
- Lead cross group meetings to report asset status for internal and external clients

US BANK**MARCH 1996- FEB 1998****General Ledger Auditor**

- Audited entire domestic US Bank general ledger accounts to ensure 100% financial accountability
- Compiled data, reports, and analysis for executive management review
- Active role within R&D to help problem solve general ledger discrepancies

EDUCATION

Linn Benton College
Business Administration