

# TY CIELOHA

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## CHANNEL MANAGER

5 years' experience in ERP/add-on sales

Revenue driven technical sales professional with a proven track record of success in channel management, business development, and account management. Excellent business acumen to consistently exceed sales and profitability goals, and delivers aggressive but realistic sales plans.

### Professional Background

1CLICKFACTORY NORTH AMERICA, Portland, OR  
ERP outsourcing development  
Co-founded company in 2012

2012-2013

#### Partner Channel Manager

Start-up developed with a partner as the exclusive distributor for Microsoft Dynamics NAV/AX upgrade and development services in North America. Responsibilities include business development, channel management, marketing, project management and accounting duties.

- Overhauled headquarter global marketing strategy from traditional to content based approach in 2013
- Experience creating a business plan, pro forma, budgets, and managing financial P&L statements
- 110% of budget in first year of business

AGILES NORTH AMERICA, Portland OR  
Distributor of ERP process workflow software  
Entire US sales operations shut down 2012

2010-2012

#### Channel Sales Manager

First employee hired after company was created 6 months prior. Primary responsibilities included business development, channel management, and marketing activities in the North American Microsoft Dynamics NAV market. Secondary responsibilities included implementation, consulting, and project management of both partners and end users.

- Grew North American partner channel from 4 to 25 agilesWorkflow resellers
- 105% of yearly budget. Negotiated 2 OEM agreements within first year
- Managed the full sales life cycle from partner recruitment, training, technical product demos, and post-sale follow up
- Consulted with C-level executives to scope, build, and implement process workflows within ERP systems
- Drove website rebuild resulting in 200% increased web traffic
- Hired and managed two employees

JET REPORTS INTERNATIONAL INC., Portland, OR  
Distributor of ERP business intelligence software

2007-2010

#### Global Channel Manager

2009-2010

Spearheaded channel management and business development for Microsoft Dynamics ERP resellers in Africa, Middle East, Scandinavia, and Europe

- Achieved 120% of yearly budget
- Created internal KPI, financial, and sales reports for executive and sales teams
- Conducted analysis of industry and competitive products in 6 geographical regions

**Channel Manager – Microsoft Dynamics NAV** 2008-2009

*“Ty has great interpersonal skills and has the ability to relate to all different types of people at all levels within an organization, and catches on to new processes quickly” - Emiley Oster, Director of US Sales*

**110% budget in 2008, on track to exceed budget in 2009 prior to promotion**

- Sold largest deal in company in 2008 at 8X ASP with Fortune 500
- Increased sales 20% company-wide due to creation of direct web marketing initiatives
- Successfully addressed lead source tracking issues resulting in increased close ratios company wide

**Dynamics NAV Account Manager** 2007-2008

*“Ty has picked up on our offerings and sales processes quicker than anyone I’ve seen join our organization. He has successfully built partner relationships in a very short period of time” - Tara Grant, Director of US Channel Development*

- NAV Accounts budget 150%
- Managed 1,400 end user accounts in North America

PERMACOLD ENGINEERING INC., Portland, OR  
Industrial refrigeration supplier

Summers 2000-2006

Job roles included Executive Assistant to VP of Operations, Parts Salesman, Purchasing Agent, Warehouseman, and Office Assistant.

## Educational Background

**GONZAGA UNIVERSITY, 2007**

**Bachelor of Business Administration**

Concentrations: Operations and Supply Chain Management, International Business

Study Abroad Program 2005-2006, Florence, Italy

Alpha Kappa Psi Professional Business Fraternity, Membership Chair

## Skills and Community Service

**Languages:** Fluent in English, moderate in Italian and Spanish. Beginning Arabic

**Certifications:** Microsoft Excel Certified Expert

**Computer Skills:** Advanced and productive usage of Microsoft Office (Excel, PowerPoint, Publisher, Visio, Word), Microsoft Dynamics ERP Systems (NAV, Great Plains, CRM), Salesforce CRM, Sugar CRM

**BORN AGAIN PIT BULL RESCUE, Portland, OR**

Board of Directors

Director of Partner Marketing, Treasurer

**Gonzaga University Alumni Association – Portland, OR**

Portland Trek Chair -2009

Board Member 2008-2009