

# [External] Brent Haley Onboarding

Welcome, welcome!! So sorry I can't be there for week 1. I'm afloat somewhere in the Caribbean back on Dec 22nd.

## Introduction

We need to post an intro in a few slack channels

Please join me in welcoming **Brent Haley** to Workato as our new Industry PMM Lead! 🎉  
In this role, Brent will be driving our industry go-to-market strategy, including:

- **Revamping our industry approach** — refreshing top-of-funnel content, aligning to industry trends, and developing industry-specific use cases that power our sales plays. You'll see this come to life across workato.com solutions pages and sales assets.
- **Teaming up with our Partner teams** — working with @David Ng, @chris.williamson\_work, @diana.tucker, @regan.roby, and @Ana to develop and land industry plans with RSIs and GSIs.
- **Accelerating strategic co-sell motions** — collaborating with @Biz and team on sales content, enablement, and programs to drive momentum with AWS and Workday.

Brent joins us from UiPath where he spent 8 years in a variety of marketing roles, most recently leading their Industry and Department marketing efforts.

A few words from Brent

*I am a product of Silicon Valley. My family moved away 10 years ago to Bainbridge Island, WA to raise my two boys, Devin and Leo, and my wife of 26 yrs, Maeve. We moved back to Vallejo, CA just 4 months ago and are getting settled. Leo (20) is continuing his tattoo apprenticeship, Devin (18) is replacing a car engine while on a gap year until attending UC Irvine and Maeve is opening a new art store in old town Vallejo, Planned Randomness.*

*I am excited to get to know and work with all of you to help accelerate our Workato industry efforts. My LinkedIn <https://www.linkedin.com/in/bre nthaley/> tells my backstory & Silicon Valley history but looking forward to make this next adventure with all of you amazing,*

## Key people people to meet early

Person	Role	Reason	Notes
Sarah Ritter	PMM Consultant	I think Sarah did a project for you at UiPath (She was Sarah Haggard then). <b>She offered to be your onboarding buddy.</b> So if you have questions ask her first. Has been contracting on the team for 6 months or so on and off supporting a variety of product and GTM launches	Tuesday - setup time and met for 30 min. - Her recent projects
Anjali Rangaswami	PMM Consultant	Is with us on contract for a few months to jump start refreshing our TOF web content. She has been digging into FSI to begin. She will be with us through the end of Jan and will be able to give you lots of great pointers. Ultimately you will inherit what she has started so make sure you are ok with it 😊	Wed- Projects  Solution web page:- - Top FINS accounts. - Going into customers to see use cases.  <i>Thoughts on January:</i> Put together our landscape data. - Connectors - Use cases - Customers - Partners
David Ng	Partner Lead for Americas region (AMER)	Will be a key partner in which partners to work with in the region. He is on vacation after Thurs so try and get to him before then.	Wed - POV for industries on top of our horizontal product truth.  -Core assets from Partner vocabulary bringing Workato along. - Demos??
Chris Williamson	Partner Lead for EMEA	Same role as David for EMEA	Monday- Big partners: Infosys - Loreal / toyota

			<p>Capgemini Deloitte TCS Accenture</p> <p>Connector library - Guidewire &amp; others in industry.</p> <p>WorkatoONE - base platform story needed then drive to MCP, Agents w/ industry POV or use cases/case studies</p>
Diana Tucker	Partner Lead for APJ	Same role as David for APJ	January after PTO -
Ben Israelite (Biz)	Tech Alliances	<p>Manages AWS / Workday relationships. You will be his partner in PMM.</p> <p>AWS - FEB 4th / SF meeting. A perspective.</p> <p>Strains -</p> <ul style="list-style-type: none"> <li>- reference architecture</li> </ul> <p>AWS goal - build agents with AWS &amp; Workato.</p> <ul style="list-style-type: none"> <li>- Blog</li> <li>- Video overview (2min)?</li> </ul> <p>Customer Zero - Workday implementation w/workato agents.</p> <ul style="list-style-type: none"> <li>- Series of interviews..../ screen captures of daily workday usage</li> </ul>	<p>Friday-</p> <p>MDF projects</p> <p>AWS - FEB 4th / SF meeting. A perspective.</p> <p>Strains -</p> <ul style="list-style-type: none"> <li>- reference architecture</li> </ul> <p>AWS goal - build agents with AWS &amp; Workato.</p> <ul style="list-style-type: none"> <li>- Blog</li> <li>- Video overview (2min)?</li> </ul> <p>Customer Zero - Workday implementation w/workato agents.</p> <ul style="list-style-type: none"> <li>- Series of interviews..../ screen captures of daily workday usage</li> </ul>
Regan	Global Partner	Filling in for Ana Faulkner	Thurs -

Roby	Marketing	who is on parental leave	Interviewed me.
Chandar Pattabhiram	My boss		<p>Slack - Thursday and marketing meeting.</p> <p>Working with larger GSIs to develop Workato messaging focusing and aligning to GSI practices. Taking our Customer 360, data integration and operation (front &amp; back office) excellence focus and bringing to industry story.</p>
Perri Bronsen	PMM lead AMER Commercial Segment	Has been experimenting with industry marketing approach	<p>Wed -</p> <p>SDR execution model / targeted lists from partner or database</p> <p>Talked sales plays:</p> <ul style="list-style-type: none"> <li>- FINS /</li> <li>- retail/manuf</li> <li>-</li> </ul>
Rohan Solanki	PMM	Works for Perri and has been doing the actual work on the campaigns so far	<p>Mon -</p> <p>Talked about sales plays. Great energy.</p> <p>BOM for plays:</p> <ul style="list-style-type: none"> <li>- POV/deck</li> <li>- Solution brief - one pager</li> <li>- Customer story</li> <li>- Partner involvement</li> </ul> <p>Demos? - needs work</p>

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## Others to meet

Person	Role	Comments
David Rastatter	PMM iPaaS	Mon 22nd-  Core message Demos
Erik Goelz	PMM Agentic	
Annie Bishop	PMM Lead Data Orchestration	Tues:
Nicole Ike	PMM Associate Release and roadmap	
Bruce Kasrel	PMM Compete Lead	
Miles Buckley	PMM Lead AMER Enterprise	Mon 22nd -
Hannah Peacock	PMM Lead Embed Segment	
Halie Parker	PMM Embed Segment	
Emi Witt	Demand Lead AMER	Also owns workato.com
Sam Malmud	Website Lead	
Ankesh Sagar	APJ Marketing Lead	
Sayantan Dutta	EMEA Marketing Lead	

## Slack channels to join

#marketing  
#general

[#product-segment-marketing](#)

[#sales](#)

[#virtualsalesbell](#)

[#partner-gtm-and-alliances](#)

[#growth-marketing](#)