

## MATT BROKAW

Austin, TX

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An experienced Partners and Alliance Manager with a demonstrated history of working with VAR/GSI/ISV Partnerships in the Cybersecurity Industry.

- Motivated team player who thrives in a fast paced, cross-functional environment
  - Establishes broad senior level relationships with GSI, Consulting, and VAR partners and executive leaders in the partner ecosystem
  - Possesses high EQ, excellent written and verbal communication skills, and strong business acumen
  - Experienced in Cloud/Hybrid/SaaS based solutions
  - Demonstrates the ability to make timely and critical decisions which have a substantial impact on investments and program effectiveness
  - Track record of quickly establishing a network of contacts and building processes to make things happen
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## CAREER HISTORY

### BigID

May 2021 - August 2022

#### Director, Partner Management

BigID is a data intelligence platform that enables organizations to know their enterprise data and take action for privacy, protection, and perspective. Customers deploy BigID to proactively discover, manage, protect, and get more value from their regulated, sensitive, and personal data across their data landscape.

- Consistently achieved personal goals to contribute to over team targets:
  - **100%** attainment for ongoing Quarterly goal of 8 sourced Partner opportunities & \$2.4M Partner attributable pipeline
  - **100%** attainment on MBO goals relating to training, Partner recruitment and enablement.
- Collaborated with sales leaders from across North America (Strategic, Enterprise, and SMB) to develop a strategy to enable ongoing success with our partner ecosystem by building a plan for ACV growth tied to the region's strategies and initiatives in close alignment with internal stakeholders and partners
- Identified target partners to acquire, retain and develop with specialization in Data Security, Data Privacy, and Data Governance
- Aligned partner sales plays, offerings and industry assets/solutions with the BigID sales team
- Collaborated on partner marketing plans aligned with the needs of the business and ecosystem objectives
- Responsible for onboarding new partners to foster mutually beneficial relationships by evangelizing the intricacies and advantages of the BigID's Partner Program and maximizing both internal and external partner resources in an effort to mutually grow business.
- Conducted in-depth evaluations of a partner's current go-to market strategy and intended initiatives to offer insightful consultation on a successful roadmap towards shared revenue streams and mutually agreed upon success criteria.
- **Partnerships managed:** *SHI, Connection, Guidepoint, Optiv, Sirius, Carahsoft, Defy, Trace3, Capco, Morgan Franklin, HCL, Wipro, Tata Consulting, Infoverity, Information Asset, ClearDATA*

### Forcepoint

July 2019 - March 2021

#### National Channel Account Manager - SHI

Forcepoint is one of the world's largest cybersecurity companies which was purpose built to provide a next generation cybersecurity solution. Forcepoint has one of the most comprehensive security product portfolios in the market with industry recognition and success across commercial and government customers, across a wide range of industry verticals.

- 2020 - Quota: ~\$15M, Attainment: ~\$26M (**173% vs. quota**)
- 2019 - Quota: ~9M, Attainment: ~\$15M (**166% vs. quota**)
- Responsible for cultivating and maintaining relationships within Forcepoint's second

- largest partner, SHI International, Inc.
- Captained a >\$15M business, overseeing pipeline, forecasting, and ensuring closure of business on hundreds of deals resulting in a 59% YoY growth.
- Drove success within SHI's Enterprise Solutions Group to strengthen relationships and grow SHI's Forcepoint business.
- Executed both National and Regional Sales, Marketing, and Operational plans.
- Managed an annual MDF budget to ensure proper/responsible use of funds, trackable results, and sensible utilization of ad-hoc expenditures.
- Influenced SHI decision-makers and leaders to lead with Forcepoint and buy into our story, strategy, and value.
- Led a cross-functional team of internal and external resources to ensure execution and collaboration across a wide range of tasks.

## **Forcepoint**

**October 2017 - June 2019**

### **Inside Channel Account Manager**

- Partnered with Forcepoint's largest NA distributor, Ingram Micro, to grow new business, nurture existing accounts
- Supported the Field Channel Account team handling the longtail/transactional partners in the West region
- Worked daily to support the efforts of internal Sales teams and Resale partners on both transactional and enterprise procurements.
- Informed resell partners of different licensing programs, product knowledge, and consulted to provide excellent customer support.
- Assisted in the development and responsibility delegation of solicitation proposals working with Channel partners
- Guided conversations towards cross-sell and upsell opportunities while ensuring timely renewals, and customer satisfaction.
- Developed an in-depth specialization of pipeline management with a strong understanding in report generations, effective communication of necessary details to ensure organizational accuracy and proper risk assessment in Sales Forecasting.
- Mentored, trained, and on-boarded new Channel team members and team of Inside Channel Account Managers.

## **Carahsoft Technology Corp.**

**March 2014 - October 2017**

### **Adobe Government Account Representative**

- Exceeded revenue goals in 3 consecutive years in a quota-carrying role
- Sold Adobe's Digital Marketing suite of products (Adobe Experience Manager, Adobe Analytics) and Digital Media suite of products (Creative Suite, etc)
- Expert in Adobe Enterprise Term Licensing Agreements and SaaS offering pricing models.
- Delivered day-to-day sales support within a multi-state, regional sales territory by partnering with two Senior Adobe Account Executives to grow new business, nurture existing accounts, and became the single distribution point of contact to government clients for the totality of the Adobe product line.
- Supported State and Local government customers in the Northeast Region of the US.
- Involved in complex T&C negotiations, service agreement contracts, and development of supporting contractual sales documents.

## **Department of Defense**

### **Program Assistant, CYSS**

**August 2013 – March 2014**

## **EDUCATION AND TRAINING**

*Rider University, Lawrenceville, NJ, Graduation: May 2013*

*BA English with a Concentration in Literature, Minor in Political Science, Cum Laude*

*Steve Thompson "Value LifeCycle" Trained*