

PIERRE H. KERBAGE

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CAREER HIGHLIGHTS

- Over three decades of successful channel building and relationship management.
- Create disruptive programs for the channel that have resulted in large sales and profit gains.
- Creative senior team leader that started and ran two of his own companies with no external investment and took them to the largest company in their category with extreme profitability, through strategic planning and performance marketing.
- 30+ years of company P&L responsibility, forecasting, complex BI pipeline reports, Enterprise Sales Management, Contract negotiations & management.
- Author of over 100 published papers and courseware on channel growth and how to achieve profitable sustainable growth in Managed IT Services (MSP), security, Telecom equipment and cloud migration services with a large channel audience (Over 6,000 VAR/Partners).
- 30+ years of owning and delivering on company-wide goals, KPIs and metric based goals.
- Cloud-based SaaS and Device as a Service (DaaS) expert in managing sales and technical teams.

PROFESSIONAL EXPERIENCE

Candor, Austin, TX

From 07/2020 to current

VP of Channel Sales (Americas)

Candor.cloud is a Cloud transition, Managed IT Service, Cybersecurity Provider, and outsourced IT Services vendor that sells its services through the Channel.

- Tasked for transforming the company from selling direct to selling through the channel.
- Formed the channels program by recruiting over 400 MSPs in under two years.
- Focus on Enterprise Software Sales, security, cloud migration through Azure and AWS infrastructure (IaaS) as well as Business Disaster Recovery (BDR) using Veeam and Datto.
- Selling large Managed IT services and outsourced IT to resellers for resale to end users, security intrusion detection and remediation, infrastructure migration to the cloud, building geo-redundant networks through VMware and more.
- Transitioned most capital sales (i.e., infrastructure sales) to SaaS.
- Transitioning end users to AWS, Microsoft Azure, Microsoft Office 365, HIPAA compliance, NIST, and a lot of Microsoft Teams with Voice.
- Strong knowledge in Pen Testing, AWS, Azure, Active Directory migrations, Microsoft Office 365 licensing, Security, HIPAA, Next Generation Firewall (NGFW), and Digital Marketing.
- Personal quota of 250 million annually (18% above quota year to date) in B2B.
- Cybersecurity engagements for the past 2 years through the channel with large success.

Channels Sales Manager and Distribution Manager (Americas)

Poly (now, HP Enterprise) is the manufacturer of Telecommunication equipment: Phones, Headsets, Enterprise class Video Conferencing, Cameras, UCaaS, designed for Microsoft Teams and Zoom, BroadSoft, NetSapiens/Crexendo), Metaswitch (now owned by Microsoft), FreePBX and many more.

- Chief Evangelist for Polycom and Plantronics (merged to form: Poly and now, HP) in North America. Ran the Channels division of Poly (Polycom + Plantronics: merged) for the U.S. with immense success and made it the most profitable and growing division of the 3-billion-dollar company.
- 270-million-dollar annual quota (exceeded by 38%) 6 quarters in a row.
- Promoted to manage the distribution channels for North America (NETXUSA/Ingram Micro, 888 VoIP, VoIP Supply, CSSA, TeleDynamics, SoTel, Walker & Associates, and others). References from each available.
- Managed a team responsible for recruiting and growing sales of Service Providers (High-end Video products, Enterprise Video Conferencing products, Telephone sets, headsets as well as Cloud based communications services and Enterprise Software).
- Strong experience with ConnectWise, Salesforce, Tableau designing marketing automation and extensive reports designed for Quarterly Business Reviews by stockholders.
- Initiated and implemented the first large-scale real-time marketing automation.

Channels Manager & VP of Sales (Americas)

Company sells white label IP PBX (Cloud Based) hosted Telecommunication (using the NetSapiens / Crexendo Softswitch), SIP Trunks and Premises Based Mitel Systems through Channels.

- Hired and managed the sales, marketing, and Product Management team
- SIP Trunks, Hosted IP PBX, UCaaS Vendor.
- Structured the best channel program for channel partners, coupled with an action plan and rolled out successfully nationwide.
- Brought on board over 90 new channel partners (Agents) and instituted training and onboarding programs.
- Designed all financial goals of the company and overseeing achievements.
- Designed all Channel Programs from compensation, to marketing, to execution. Deployed Salesforce, Kaseya, ConnectWise Sales and Manage and integrated billing with Softswitch to provide excellent Channel Management.

Channels Manager & VP of Sales (Worldwide)

The company is a Telecom: an ILEC and a CLEC selling traditional products (POTS lines, T1, PRI, etc.) that I reformed and took it to become an ITSP and a cloud-based IP PBX and SIP Trunking Company selling cloud based White Label to MSPs and Channel (Service Providers).

- Started the channels division of the company and created Iron-ton Global resulting in 48 million in additive sales in the first 4 years and brought company to profitability.
- Highly successful in recruiting over 300+ agents in a short time, 77 Master agents and 14 wholesalers including major accounts such as H&R Block, multiple municipalities, schools, and much more yielding in an increase of 6% to the bottom line of the company.
- Rolled out the Soft Switch PortaOne and coordinated with billing, sales through Salesforce.com, taxing software automation and much more resulting in total automation of the company. Managed the entire product lifecycle and co-wrote some of the APIs for integration into our own accounting platform.
- Initiated several Web Sites within the company for better clarity of offerings, higher SEO resulting in better traction from prospects.
- Promoted the cloud voice and data Unified Messaging Enterprise Software as a Service (SaaS) for sale/monthly recurring revenues and hired all managed nearly all personnel within the company.
- Focused on Enterprise Software Sales, VoIP, and Video Conferencing Products.
- Used Real Time Marketing Automation to accelerate sales successfully.
- Generated all content for our e-commerce page and Digital Marketing.

VP of Channel Sales (Worldwide)

Company sells hardware-based and premises-based appliances that provides services comparable to Zoom, WebEx, Teams, etc. that the company can own with no recurring fees and where everyone in the company can use. Enterprise class Video Conferencing Solutions.

- Brought on board by owner and President to modernize company and software, enable a channel and improve profitability (P&L responsibility). Restructured product management and marketing to rewrite most portions of the software by enabling 64 port bridge video and audio conferencing and added over 40 new features.
- Started the VAR division of the company resulting in a 43% increase in sales in under 6 months and recruited well over 100 VARs and MSPs as well as several distributors in less than 5 months.
- Developed all marketing aspects of the company yielding to significant sales and profit increases.
- Significantly contributed to the product development and enhancement of existing products.
- Transformed the company from a hardware company to a SaaS company by focusing on the Enterprise Software of the company and selling conferencing as a service.

Channels Manager & VP of Sales (Americas)

Manufacturer of switches, routers, wireless access points, extensive Telecom VoIP IP PBX products (premise based) that scale to 10,000 users.

- Brought on board by U.S. President and Management of Ericsson to start a new channel, improve product functionality through product management and marketing and establishing the first channel in North America for company with full P&L responsibility.
- Managed all areas of sales, marketing, technical support, operations, hiring, and product management for North America (US and Canada) for the voice and data products of LG-Ericsson.
- Created and managed team that recruited and trained 264 resellers (up from 0) in less than 14 months (often 6 days of travel) and nearly all distributors in North America resulting in 51 million in sales in first year of operation.
- Significantly ameliorated the Unified Communications Product through Product Management with Ericsson team. Responsible for the latest 3 releases.
- Focused on transforming the company from a hardware PBX company to a Cloud based SaaS company and Enterprise Software to promote voice, video, data integration.
- Promoted to run worldwide channels for LG-Ericsson (Later became Ericsson LG)

Channels Manager & VP of Sales (Worldwide)

Telecom Manufacturer of Cloud and Premise Based VoIP IP PBX systems and Enterprise Software (Unified communications / UCaaS).

Brought on board by investors and company owners to take the company from bankruptcy, restructure company, and start a brand-new channel and a new entity. Extremely successful in doing so as I took the company in under 3 years from bankruptcy and bad reputation to profitability, solvency, and immaculate reputation for best in channel and multiple awards.

- Responsible for all hiring, financials, management of the company and reporting to owners of company and to the board.
- Doubled sales in 2009 and doubled it AGAIN in 2010. January 2011: doubling sales again over 2010 resulting in large profitability for the company.
- Worked on product management and marketing (with channel and Engineering) for the Unified Communications Platform to develop.
- Put together a successful global (worldwide) business and dealer plan.
- Wrote over 20 technical and marketing papers on VoIP and for Zultys, most of them published worldwide in multiple languages.
- Recruited and trained all distributors worldwide.
- Recruited over 300 resellers to carry the line.
- Conducted well over 1000 webinars in 3 languages to the worldwide channel.

- I started this company from my house with little or no capital with the objective of becoming the largest Managed IT Services in Texas, and we did it. In less than 9 years, company became largest individually owned Managed Services Provider and Telecom provider in the state of Texas.
- Revenues started from month 1 and brought company to profitability in less than 3 months and remained profitable every month.
- Took company from 0 to largest independently owned managed services company in the state of Texas.
- 2nd fastest growing company in central Texas and remained in the top 5 posting triple digit sales growth 3 years in a row.
- One of the first to truly implement a successful (and extremely profitable) managed services initiative in the country. This is the model that everyone now uses.
- Worked jointly with Kaseya to better their platform - and was their #1 largest client (6,000 stations under contract).
- Responsible for all hiring, all training, and facets of the company, including sales, engineering, marketing and administrative.
- Adopted cloud computing as a service well before anyone else had and formed our own private cloud for hosting files, Exchange, SharePoint and more.
- Designed cloud-based disaster recovery programs and initiatives with Citrix and VMware. Even designed our own private cloud using VMware and application hosting using Citrix products.
- Designed national plans for Trend Micro (Antivirus) and launched the first managed end point security program in the nation designed for VARs.
- Designed in conjunction with Fortinet the first national managed security-based appliance in the nation and implemented successfully and started marketing the product in a SaaS format for B2B sales.
- Accumulated the largest base of clients in the state of Texas for managed services.
- Designed and co-authored the code for product called Chameleon Appliance – a Linux based Server that was a multi-purpose server doing File Services, Email, FTP, Firewall, VPN, and much more and launched one of the first SaaS firewall security in the nation. 100% responsible for the product management, and much of the development (in Python and MySQL).
- We designed an Enterprise scale IaaS using Linux using Red Hat Linux at first and then transitioned to working with IBM.
- Authored web site and e-commerce and led the digital marketing initiative.
- Sold company to Ricoh and they are still running it today as www.ricoh.com.

EDUCATION | CERTIFICATION

Master of Science in Computer Science, Minor in Business

1979 to 1984

University of Louisiana at Lafayette (UL)

Master of Arts in Music Composition

1974 to 1979

Conservatoire National Supérieur de Musique – Paris, France

NOTES

- **Tri-lingual.** Fluently write/speak *English, French* and *Arabic* (all native and all fluent).
- Classical *Piano* performance (1979 academy winner in Paris for best Film scoring music composition) and now piano jazz performance. Winner of 1978 London Piano Classical Contest for under 20 years of age and Windsor International Piano Competition.
- Rolled out the largest Managed IT Services initiative in the country (9,000 nodes in less than 4 months with Kaseya).
- Deep knowledge with ConnectWise, ManageWise, Salesforce, Databases, SQL, Veeam, VMware.
- Scuba Diver Certified (PADI) - set world record twice in Cozumel, Mexico and in the Cayman Islands in 2007 and 2009 for deepest dives on a single tank.
- Traveled over 80 countries worldwide.
- Willing to travel domestically and internationally (up to 100%). Current U.S. passport with Global Entry.
- Hundreds of references on LinkedIn and Rolodex of over 9,000 MSPs, resellers and VARs.
- Impeccable public speaking experience (spoke in hundreds of events – mediated multiple events).
- Impeccable presentation skills. Completed well over a thousand webinars in my lifetime.
- U.S. Citizen. Can work for any employer in the U.S. with no sponsorship.