



JB

# JACK J BRANDT

*New and Corporate Business Development,  
Advisor, and Mentor*

## ABOUT

A Resourceful professional and target driven person, I utilize my expertise in various aspects of management and sales and marketing to effectively assist in maximizing business potential and driving strategic growth. I focus on details by combining skills and know-how to enable successful business solutions that leverage a competitive advantage.

## CORE QUALIFICATIONS

Direct and Channel Sales  
Strategy and Tactical Execution  
Business Development (Corporate  
and New)  
Process and Operations  
Project Management  
Talent Acquisition & Development

Digital Media  
SEO/SEM  
Social Media Marketing  
Branding  
Hosting and Cloud Hosting  
Data and Analytics  
Search and Local Search

## EXPERIENCE

### CITRIX SYSTEMS

*MSP Channel Manager, Product Sales Specialist | 11/2015 - Present*

- Manage Citrix Service Provider business for tier one ISV and tier two MSP Citrix Cloud Service Providers.
- Established productive relationships at CXO, EVP, VP levels within various departments and divisions of partner organizations; including Business Development, Sales, Product Management, and Product Marketing.
- Lead service providers through go-to-market offer development, service definition, and planning for both accelerating revenue for existing offers into their addressable markets.
- Provided industry, solution and technical expertise in hosted workspace, SaaS, and Enterprise/Mid-Market Mobility Management.

### SITE TECHNOLOGIES, INC. (VELOXSITES.COM)

*Vice President of Business Development (Consulting Position) | 2/2015 - 10/2015*

- Assisted Senior Management team with channel strategy and execution.
- Built international pipeline of prospective partner resellers and negotiated successful channel agreements.
- Executed partner go to market project(s) to enable partners in their addressable markets.
- Managed and reported to CEO partner efforts and growth trends on weekly basis.



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## EXPERIENCE CONTINUED

### PARALLELS, INC.

*Strategic Sales, Cloud Enablement Partnerships | 12/2010 - 2/2015*

- Sold and managed top channel partnerships for Parallels Automation while recruiting top Telco, Cableco, and Cloud Hosting service providers in North America; selling automation and virtualization software enabling service providers to sell cloud services to their SMB clients and prospects. Worked in a cross departmental manner that included sales operations, professional services, project management, sales engineering, partner marketing, finance, legal, business consulting, and support, on a per project basis per client.
- Channel software and services included: OSS/BSS Layers, Shared Hosting and Virtualization for public cloud, Hosted Exchange, SharePoint, OCS/Lync enablement, SSL, DNS, VoIP, UC, and SaaS delivery via APS Standard. Direct sales included professional services to seven figures, negotiating license agreements, data center virtualization and automation, enterprise grade billing and provisioning (including integrations to existing and third party platforms).
- Developed relationships with third party ISVs helping client service providers expand their services and create higher ARPU and profitability.
- Cloud Enablement portion of Parallels was sold to Ingram Micro.

### HOSTOPIA, INC. A DELUXE CORPORATION COMPANY

*Business Development Manager, New and Corporate | 7/2009 - 12/2010*

- Evaluated, planned, and executed business development strategy for new vertical market at Hostopia in the search and local search space helping increase distribution of Hostopia's wholesale web hosting solutions and recruited directories to sell. These coordinating partnerships were built by working across client seniority levels from Manager to C level, both internal and external, including sales operations, professional services, project management, sales engineering, partner marketing, finance, legal, business consulting, and support on a per project basis per client.
- Worked closely with Deluxe Corporate Business Development Team to identify partnerships and M&A opportunities.
- Evaluated and reviewed proposals for new hosted solutions to integrate into the wholesale channel. Worked directly with Product Development for Deluxe Corp, and additional subsidiaries, such as APlus.net and MerchEngines.com.
- Closed largest business development opportunity at Hostopia in company history with \$3MM in tracking revenue over contract term.
- Negotiated agreements projected to yield \$10MM+ in revenue over agreement lifetime.

## EXPERIENCE CONTINUED

### REGISTER.COM, INC.

*Business Development Manager | 08/2004 - 5/2009*

- Recruited, implemented, and managed new and existing relationships for Register.com's channel / wholesale domain name and value added services. Services offered to service providers included DNS, Top Level Domains (TLDs), Website building tools, Email, SSL Certificates, automated Search Engine Optimization tools, and additional services.
- Negotiated win/win partner agreements and renewal agreements across the reseller channel
- Developed Go-to-Market strategies and plan with partners.
- Executed implementation of Go-to-Market strategies in order to enable online sales of solutions to SMBs.
- Grew commodity product book of business from \$1.5MM to 5.4MM during tenure at Register.com
- Worked closely with internal business development and product teams to identify new solutions for Register.com to implement and sell to SMBs
- Trained and mentored all new business development team members in sales, product knowledge, procedure and operations.
- Partnered internally to refine and build new processes to streamline operations for the benefit of the division, company, partner, and their end customers.

## ADDITIONAL WORK HISTORY UPON REQUEST

## EDUCATION, DEVELOPMENT, AND PERSONAL INFORMATION

Criminology, Indiana University of Pennsylvania

Continued Ongoing Career Learning, including video, audio, and books.

Hobbies include: Camping, Archery, Shooting, Hiking, Reading, Photography, Spending time with Wife and Daughter.

Advisory Board Position - Past: Universal Business Listings (OP:UBLI).

Advisory Board Position - Past: Netsky Holdings (OP:NSKY).

Advisory Board Position - Current: Mixed Media Ventures, LLC since 2013

Advisory Board Position - Current: Motion Medical, Inc. since 2017