

DAN BETTINGER, MBA

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GLOBAL ALLIANCE & MARKETING PROFESSIONAL CREATOR OF ALLIANCES & GROWTH | LEAD & REVENUE GENERATION | MESSAGING & STRATEGY

Global Alliance and Marketing Professional at the intersection of new technologies, partnerships, and business models. Expert at detecting business opportunities, building partnerships, crafting compelling messaging, and making complex concepts clear and accessible to executives and developers. Solid record of building marketing messages, strategies, and assets leading to engagement & pipeline growth. Proven ability to generate leads via alliances and create campaigns that reach over 10M unique individuals. Efforts generated multi-million-dollar wins, strong pipelines, and rapid increase in committed SI and channel partners.

KEY SKILLS

Global Alliances | Consultative Sales | Positioning & Messaging | Go-to-Market Strategy | Partner Enablement
Storytelling | Negotiation | Cross-Team Collaboration | Tactical Problem Solving | Sales Enablement | DevOps
Agile Marketing | Staff Leadership & Mentoring | Public Speaking | Event Strategy & Execution | Market Research
Solution Selling | Blockchain | Developer Marketing | Enterprise Software | Growth Mindset | Cloud Computing
Continuous Learning | Emerging Technologies | Product Launches | Navigating Complex Organizations

EXPERIENCE

ONYX BY J.P. MORGAN—Austin, TX

September 2021 - Present

Senior Product Marketing Manager | Blockchain Start-Up

Created, managed, and delivered the end-to-end marketing plan for the world's first bank-led blockchain network for secure, privacy-preserving information exchange.

- Delivered **180% YoY increase** in inbound leads through the revision of value propositions, collateral, and tactics.
- Created 5 social media assets resulting in **10.4M** total views in the first 6 months.
- Led pilot project to send emails to 300+ prospects resulting in 29% open rate, 6% click rate, and 4 opportunities.
- Worked with GM to execute the creation, publication, and amplification of a thought leadership paper entitled, "Opportunities in the Metaverse" & the creation of a digital experience in a metaverse called Decentraland.
- **Achieved** 6K mentions, **42M** impressions, 16K visitors, and mentioned on the Stephen Colbert Show in 48 hours.
- Increased knowledge of Web3, blockchain, tokenized assets, and decentralized applications.
- Mentored and on-boarded new colleagues.

IBM—Austin, TX

July 2018 - September 2021

Product Marketing Program Director | IBM Cloud | Cloud Native Portfolio

Led a team of 13 cross-functional marketing professionals to achieve marketing objectives for IBM Cloud.

- Led IBM's marketing alliance with the Cloud Native Compute Foundation, Fortanix, and Mendix.
- Generated and executed go to market strategies for IBM's cloud native portfolio.
- Built messaging for 5 campaigns targeting developers and IT executives.
- **Doubled revenue growth rate**, delivered 22% increase in new account creation, & increased page engagement 40%.
- Increased awareness and adoption of IBM Cloud through 3rd party podcasts reaching **100K people in 6 months**.
- **Hosted and produced** the IBM Cloud Podcast averaging **2K downloads** per episode.
- Led IBM's participation in KubeCon NA & EU, the largest conferences in the cloud native ecosystem.

DELL EMC, INC.—Austin, TX

March 2016 - June 2018

Senior Product Manager | Ready Solutions & Alliances

Single handedly designed, built, and marketed a development kit to enable ISV and SI partners to build and sell integrated systems. Focused on private cloud, big data, AI, IoT, and other emerging technologies.

- Moved from product concept to **launch in 2 months**.
- Identified, educated, and onboarded **4 ISV partners in 2 months**.

DELL EMC, INC.—Austin, TX (Continued)

Led creation of online tool that drove sales of engineered systems for private cloud, HPC, and big data use cases.

- Introduced agile software development methodology including use of continuous integration and Pivotal Cloud Foundry to bring MVP to market in **1 month**. Increase pipeline by **20%**.

VMWARE (acquired MomentumSI)—Austin, TX**November 2014 - January 2016****Consulting Sales Executive | DevOps & Open Cloud Practice**

Identified and sold DevOps, cloud, and cloud native application consulting services to clients in the Southeast, US Federal Government, and Latin America.

- Built **\$5M+** opportunity pipeline.
- Educated and sold with field teams and channel partners.

ADDITIONAL EXPERIENCE**MOMENTUMSI (acquired by VMware)**, Austin, TX**Director Of Strategic Alliances | DevOps, Cloud & Software Consulting Services**

Drove sales of DevOps, cloud, and software engineering services to Fortune 500 & cloud service provider accounts.

Maintained a lucrative pipeline of customers, led projects, built alliances with major businesses and joint GTM plans.

- Created **\$7M** pipeline and built new strategic partnerships with HP, SHI, EMC, NaviSite, Sungard, Raytheon, & OnX.
- Identified, closed, and led a **\$2M** project to build a new software product for EMC.
- Acted as interim Director of Operations, Human Resources, and Director of Recruitment managing a team of 4 recruiters, negotiated all new hire salaries, interviewed & hired new recruiters, negotiated, and renewed company insurance policy

AVENTURA HQ—Austin, TX**Sales Engineer | Virtual Desktop Start-Up**

Led technical presales engagements. Developed strategic relationships with healthcare clients and channel partners.

Created joint marketing plans with partners resulting in **\$4M+ pipeline**.

EGENERA, INC.—Austin, TX**Channel & Alliance Director | Pre-Sales Engineer**

On-boarded 17 channel partners in 9 months. Consulted and trained sales personnel at Dell, Fujitsu, and HPE. Built and led marketing campaigns with channel partners. Increased pipeline by **50%**.

DELL, INC.—Austin, TX**Alliance Manager | Virtualization Portfolio**

Established and cultivated critical alliances with VMware, Citrix, and Microsoft, increasing business from \$150M to \$355M annually over three years. Negotiated OEM contracts and built GTM strategies.

CERTIFICATION**Pragmatic Institute**

PMC Level III

EDUCATION**Master of Business Administration, MBA**

TX State University, San Marcos, TX

Bachelor of Arts, BA, in-International Studies

Fairfield University, Fairfield, CT