

Frank Rauch on Building High-Performance Channel Organizations

Speakers



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(Leader, Board Member, Philanthropist)

About eTrigue

- "Thru + With" Channel Marketing Programs
- Platform + Services Together
  - ✓ Specialize in Channel
  - ✓ Digital Marketing Program Execution
  - ✓ AI Lead Insights & Sales Performance Tracking
  - ✓ Creative, Content & Execution Team
- Supporting 93 countries, 21 languages
- HQ: San Jose, CA

Clients:

NetApp, paloalto NETWORKS, aws, Red Hat, NUTANIX, NVIDIA, CHECK POINT, Extreme networks, Microsoft, AUTOMATION ANYWHERE Go be great., SAP, Castrol, shopify, FORTINET, Google Cloud, denodo



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Channel Chief's Perspective on Marketing

How has the role of the Channel Chief evolved from when you started, to today?

Channel Chief's Perspective on Marketing

What do you look for / what are your expectations of Channel Marketing?

Channel Chief's Perspective on Marketing

What is an example of a great working relationship with a Channel Marketing Team?

Channel Chief's Perspective on Marketing

How can we best enable Partners to hunt?

Channel Chief's Perspective on Marketing

How can we best prepare Partners with context, intent and conviction to hunt?

Channel Chief's Perspective on Marketing

What are the best skill sets for an aspiring Channel Chief?

Channel Chief's Perspective on Marketing

eTrigue

Tools & Automation

How can they help you win the channel?

Channel Chief's Perspective on Marketing

When does Channel Marketing need external resources?