

# BRENDAN T. O'CONNOR

## SENIOR EXECUTIVE | CHANNEL STRATEGY, STRATEGIC ALLIANCES & GLOBAL SI PARTNERSHIPS

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### EXECUTIVE SUMMARY

Channel and partnerships executive with 25+ years architecting and scaling partner ecosystems at Microsoft, Cisco, and Sage. Designed channel operating models from the ground up across LSPs, VARs, distributors, MSPs, ISVs, hyperscalers, and Global System Integrators. Direct experience structuring and stewarding multi-year, multimillion-dollar relationships with both the advisory and integration firms (PwC, Deloitte, GSI partners including World Wide Technology, Presidio) and the hyperscalers (AWS, Microsoft) targeted by this role. Personally owned the Sage-ADP partnership during 2022–2023 and drove ADP's selection as the Canadian payroll solution for Sage Intacct. Built the channel architecture for Microsoft's Enterprise Agreement partner program: tiering, fee schedules, partner compensation, and worldwide geographic rollout. These are the same operating-model dimensions this SVP role specifies in an SI context. Track record building and operating in highly matrixed global organizations across 24 country subsidiaries, anchoring the Microsoft Partner Executive Board (72% of global enterprise licensing revenue), and aligning Product, Service, and Sales on a single partner motion.

### CORE COMPETENCIES

Global SI & GSI Partnerships · Strategic Alliance Architecture · Partner Tiering, Segmentation & Geographic Coverage · Multi-Year Partnership Agreements · Hyperscaler Alliances (AWS, Azure) · Advisory & Big Four Engagement (PwC, Deloitte) · Channel Operating Model Design · Partner Incentive & Compensation Architecture (\$1B+ portfolios) · Co-Sell & Joint GTM · Enterprise Sales & Deal Negotiation · Cross-Functional Alignment · Global Leadership

### PROFESSIONAL EXPERIENCE

#### THE BRUSHTON GROUP

Sarasota, FL | 2018–2022, 2025–Present

*Founder & Principal*

*Strategy consulting firm: GTM, commercialization, and channel architecture for B2B SaaS and enterprise software. Clients include Microsoft, Intuit, ASG Technologies, and a Series A AI-native e-commerce search platform.*

- Created Intuit QuickBooks Online partner channel model, driving cloud revenue growth at 2.6x the rate of legacy QuickBooks Desktop; architected three-channel partner ecosystem with five-tier partner segmentation.
- Designed a \$75M channel incentive and pricing program for a global technology client, driving a 29% increase in distribution revenue.
- Achieved 116% of annual quota in seven months and 83% partner ecosystem revenue growth at ASG Technologies.
- Recently served as Strategic and Commercial Advisor to an AI-native search platform, developing commercial readiness, competitive positioning, and comprehensive pre-Series A due diligence remediation.

#### THE SAGE GROUP, plc

Atlanta, GA / Remote (US) | 2022–2025

*Senior Director, Global Alliances & Partners (VP-scope role)*

*Reported to the Chief Growth Officer; presented to the Sage board. Owned multimillion-dollar alliances across hyperscalers (AWS, Microsoft) and professional services firms (PwC, Deloitte).*

- Personally owned Sage's executive relationship with ADP during 2022–2023, driving ADP's selection as the Canadian payroll solution for Sage Intacct through cross-functional alignment between Sage Product, Sage Sales, and the ADP commercial team.
- Negotiated and named owner of a 5-year AWS Strategic Collaboration Agreement, securing multimillion-dollar co-investment that funded AI models, Sage Earth, and co-sell and co-marketing motions; AWS co-sell revenue grew 900% during my stewardship.
- Cultivated senior executive relationships with PwC and Deloitte, structuring multi-year engagement frameworks that embedded Sage solutions inside partner service lines and generated joint enterprise pipeline.
- Architected seven ISV partnerships across healthcare, education, manufacturing, and financial services; co-development and joint GTM frameworks generated \$350M estimated incremental revenue over 3 to 5 years.
- Architected partner segmentation model and tiered ecosystem structure to improve partner productivity and revenue forecasting accuracy across North America, EMEA, and APAC.

#### CISCO SYSTEMS

San Jose, CA / Remote (US) | 2016–2018

### *Executive Director, Offer Monetization Office (VP-Level)*

- Piloted a GSI-led Enterprise Agreement motion with World Wide Technology, doubling software EA bookings year-over-year through coordinated pipeline generation and executive alignment, establishing the SI-led template adopted across the broader partner base.
- Established a partner-led EA pilot enabling partners to lead Cisco Enterprise Agreement sales with minimal Cisco involvement, across single-tier and two-tier distribution models.
- Drove next-generation Enterprise Agreements for Cisco's Collaboration business (cross-architecture agreements supporting portfolio-wide upsell and cross-sell); keynoted Presidio's worldwide sales meeting.

### **MICROSOFT CORPORATION**

Redmond, WA | 1998–2016 (18 years)

*Progressive leadership: WW Enterprise Partner Incentives | Dynamics Deal Desk | WW Channel Strategy*

#### **Senior Director, Worldwide Enterprise Partner Incentives (VP-scope)**

2012–2016

- Led Microsoft's \$1.2B global partner incentive budget across 400+ partners and 160 global subsidiaries during the cloud-first transformation; one of the largest direct-spend portfolios on any external segment at Microsoft.
- Set partner-incentive policy in direct collaboration with Microsoft Corporate Vice Presidents across Worldwide Sales, Marketing, and Product, aligning incentive design with the cloud-first transformation roadmap.
- Anchored the Microsoft Partner Executive Board (20 partner CXO-level executives representing 72% of global enterprise licensing revenue); developed sustained executive relationships with key global LSP leadership.
- Redesigned the worldwide enterprise partner incentive program, driving 13% increase in Enterprise Agreement revenue across the global EA customer base. Funded the first Cloud Solution Provider incentive model from the enterprise incentive budget.

#### **Director, Microsoft Dynamics Global Licensing Solutions (Deal Desk)**

2004–2012

- Founded and scaled the Dynamics Deal Desk for the \$1.4B Dynamics business across 24 country subsidiaries; built qualification discipline (economic buyer, decision criteria, paper process, competitive positioning) paralleling what was later formalized as MEDDPIC.
- Drove software maintenance renewal rate from 86% to 94% on a \$980M base (\$78M annual impact); reduced average discounting from 38% to 32% on a \$420M new license base (\$41M annual impact). Combined Deal Desk impact: \$119M annually.
- Authored 600+ annual agreements through a new annuity contract program, a 1,100% increase in annual commitments versus transactional spending. Managed a leveraged team of 10 across nine geographies plus 150+ matrixed sellers with zero attrition over seven years.

#### **Group Manager, Microsoft Worldwide Channel Strategy**

2000–2004

- Sole designer (3 years) of Microsoft's indirect-to-direct channel transformation for the Enterprise Agreement business: the channel model, the Enterprise Software Advisor (ESA) compensation framework, the fee schedule, the tier structure, and the worldwide geographic rollout.
- Drove 120% growth in Enterprise Agreement volume licensing (\$1.9B to \$4.2B in a single year) following Licensing 6.0 launch; led the worldwide sales motion that produced \$4.56B in EA revenue across 2,577 Enterprise Agreements within 18 months across the U.S., Canada, and 22 Western European countries.
- Core contributor on the 5-person Microsoft WW Licensing & Pricing team that delivered Licensing 6.0 under CEO Steve Ballmer; authored the Software Assurance annuity model, Microsoft's first major annuity engine.

### **EARLIER CAREER**

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**FreeMarkets, Inc.** (Pittsburgh, PA): Employee #27. Architected one of the first landmark Competitive Bidding Events for Carrier Corporation; ~\$2M savings on a \$20M event. Company scaled to 1,400 employees by Ariba acquisition. **Innovation Works** (formerly Ben Franklin Technology Center), Program Manager: managed \$6M early-stage technology investment portfolio. **Westinghouse Savannah River Company** (Aiken, SC), Senior Engineer: 1 of 5 engineers selected from a workforce of 400 to lead startup of a classified facility processing tritium for national defense; Top Secret clearance (expired).

### **EDUCATION, PATENTS & RECOGNITION**

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**Carnegie Mellon University, Tepper School of Business:** MS, Industrial Administration (MBA equivalent) | **Carnegie Mellon University:** BS, Mechanical Engineering | **U.S. Patents Nos.** 8,209,321 and 8,229,970 | Microsoft Gold Star Awards (2006, 2009, 2015) | **Westinghouse Vice President Award** for exceptional engineering work. **Director, [Hispana Realizada Foundation](#)**