



AARON FOELLM

Partner & Alliance Cloud GTM Executive

EXPERIENCE



ISV Business Development & GTM Director



Oracle
(11/2021 – Present)
Responsible for developing programmatic and bespoke GTM plans for Oracle’s ISV Ecosystem and strategic cloud MSPs, supporting 44% YoY OCI growth.

Sr. Manager, Marketing



Ingram Micro
(2018 – 2021)
Developed GTM strategies supporting 30% YoY growth in top segments with Microsoft and Cisco. Leader of cross-functional group of GTM professionals accelerating cloud, security, and SaaS channel markets

VP Sales and Marketing



RTC Media
(2005 – 2018)
Positioned RTC as the technical marketing agency of choice for embedded, emerging HPC and IoT technology solutions.

General Manager, EMEA



RTC Group Europe
(2002 – 2005)
Realigned operations of European division of technical marketing agency dedicated to embedded and high-performance computing solutions.

Marketing Manager



RTC Group
(1998 – 2002)
Developed demand-gen, content and digital marketing tactics for traditional embedded computing clients.

EDUCATION



CALIFORNIA STATE UNIVERSITY

Fullerton | 1994-1997
BA – Communications
(Public Relations)

MOST PROUD OF



Launch of Oracle’s strategic cloud MSP GTM program @ Oracle



2020 Microsoft Indirect Partner of the Year @ Ingram Micro



Managing a \$19M US GTM strategy @ Ingram Micro



Building an international team from the ground up @ RTC Group Europe



Developing extensive alliance alignment with Microsoft and Cisco partners @ Ingram Micro

SNAPSHOT

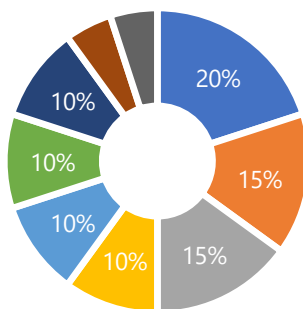
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- Cross Functional Team Leadership
- Alliance Leadership
- GTM Strategy
- Content Leader
- Technical Product Evangelist
- Executive Team Communication
- Sales and Business Development
- Life Learner
- Technical SME Cloud, IoT and ISV