

**VP Alliances**  
**Company X**  
San Mateo, CA, US

**BACKGROUND AND OPPORTUNITY**

The most successful IT infrastructure startups in the past decade delivered disruptive technologies that drove waves of consolidation and simplification within the enterprise data center. Examples include VMware providing the first commercial hypervisor for consolidating compute resources, Citrix providing VDI technology for consolidating and managing desktops, and Nutanix providing hyperconverged systems which melded compute & primary storage. There exists a similar consolidation opportunity in the massive and fragmented secondary storage market.

Secondary storage consists of all the workloads that exist behind mission critical systems. It includes things such as backup, archive and compliance, unstructured file content, devops, analytics, and object storage (to name a few). Today these workloads exist in independent silos, across a plethora of fragmented systems, with multiple redundant data copies throughout.

Company X's mission is to redefine secondary storage. The company provides the only hyper-converged web-scale platform designed to eliminate secondary storage silos by consolidating all secondary data and associated management functions on one unified solution - including backups, files, objects, test/dev copies, and analytics. The solution enables organizations to cut their total cost of ownership by 70% or more compared to traditional secondary storage solutions and gives users more granular control over their IT centers, and complete visibility into their data assets.

The idea for Company X arose in the mind of the founder. He drew upon his experiences as an engineer for the Google File System which is the common storage platform behind all their web properties, and as a co-founder of his previous company, where he pioneered the concept of hyperconvergence. At Company X, he combined these experiences into building a truly limitless and scalable storage system, specifically designed to consolidate and efficiently manage secondary data workloads.

The initial use case which launched the company was simplifying data protection by combining backup software, media servers, and dedupe appliances into a single solution. Think of this as a next-generation, scalable Data Domain combined with state-of-the-art backup software. Even though this use case continues to grow at a geometric pace, this is just the beginning. The company has now expanded its value proposition for the enterprise with the addition of new capabilities that extend data protection coverage to physical serves, incorporates public cloud for archive, tiering and disaster recovery, and consolidates file server workloads as well.

## Company Highlights:

- Fast Growth: Founded in 2014, Company X launched 9 quarters ago, and its ramp up is beyond impressive...revenue grew 600% in 2017, and the company is already well over a \$100M run rate.
- Well-funded from top tier investors (with long runway) - GGV Capital, Firm A, Firm B, Firm C.
- The company also has strategic investments, and a new \$300M round of funding led by VCM.
- Experienced Leadership: Founded by Ryan Reynolds, a Co-Founder and CTO of Company W, Company X has attracted industry leading talent from top tier companies such as Google, VMware, and DellEMC.
- Strong BoD: Great Investor 1 + Great Investor 2 (from Sequoia), Brilliant Person (company), Great Founder (company).
- Market Opportunity: Company X is poised to capture a large share of a \$80B market. It's a massive TAM.
- Headquartered in San Mateo with over 800 employees.

## **ROLE AND RESPONSIBILITY**

The VP Alliances will play a lead role in driving major strategic partnerships for Company X. This role will report to the President, Rob Salmon. The goal of the VP Alliances role is to:

**Build a scalable model for indirect business within Company X by driving the evolution of our global partner ecosystem, building and executing a strategy that acts as an extension of Company X in the marketplace, shortening the time to success with customers, expanding our commercial reach, and opening new markets.**

This role is critical to the scaling success of Company X. Significant Responsibilities include:

- Create long term scale and market reach through major strategic alliances, building of embedded OEM relationships and driving joint GTM offerings.
- Work with the existing major partners as well as other potential ones, to construct distribution strategies that will enable us to gain maximum go to market leverage. Make sure this is a cohesive effort across all vehicles within those partners.
- Be visible. We are looking for an evangelist to drive both visibility and credibility in building our global partner ecosystem. Someone who is out in the market interacting with partners and customers and demonstrating our commitment to relationships.
- Structure and manage a team. Ensure the team is performing at optimal levels and make the case for hiring additional headcount as needed.

- Develop and maintain the systems and processes that provide visibility and accurately forecast results and opportunities, as well as provide qualitative and quantitative input for strategic decisions.
- Help where needed to close large-scale customer deals that benefit company partners.
- Work as an intermediary between our partners and our product organization to help drive roadmap for company.

## **QUALIFICATIONS**

- 10+ years in senior leadership positions, driving revenues and owning a significant partner/alliances quota with prolonged growth achievements.
- Experience leading strategic alliance teams driving major OEM and go-to-market relationships, and particularly with major compute players.
- Proven ability to lead CxO executive relationships across Strategic Partnerships.
- Technical and market aptitude; capable of understanding new emerging technologies and speaking credibly to audiences to define complex partnerships.
- Past accomplishments that exhibit a highly creative approach at fostering complex multi-faceted partnerships that grow revenue.
- Experience in a growth-stage environment.
- Great execution skills – adept at putting ideas and visions into operational practice. Must be able to architect and work from a plan that is well-defined and executable (including setting measurable goals, OKRs).
- Undergraduate degree required.

## **PERSONAL ATTRIBUTES AND VALUES**

- Entrepreneurial leader with a driving desire to win big in the market.
- High energy and passion for delivering results. Very high level of personal accountability.
- Outstanding leadership skills with the ability to successfully influence, motivate, and challenge a team of talented and creative people at all levels of the organization.
- Straightforward, no-nonsense style with the ability to make decisions in a highly consensus driven versus an autocratic environment. A self-assured leader with his/her ego in check.
- Strategic thinker who can create and develop the long term vision and is also a strong personal contributor with a desire to “roll up their sleeves” and make it happen.
- Exceptional interpersonal and communication skills with proven track record of quickly building credibility both internally and externally.
- Self-aware leader and one who “seeks the truth” in all situations.
- Impeccable integrity and ethical standards.
- Sense of urgency.

**REWARD PACKAGE**

- A cash compensation package in line with an entrepreneurial growth company.
- Substantial equity position with high upside potential.
- The personal reward associated with a position of leadership in an industry leading company. This position is a senior role in the company; with major importance, high impact, and high visibility.