JULIAN MERCER

CHANNEL SALES MANAGER

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PROFESSIONAL SUMMARY

Channel Sales Manager with 8+ years recruiting, enabling, and growing reseller and distributor partners in technology markets. Builds partner plans, aligns incentives with direct sales, and turns partner activity into predictable pipeline and recurring revenue.

PROFESSIONAL EXPERIENCE

Channel Sales Manager Jan 2021 - Present
Microsoft, Redmond, WA

- Manage 24 reseller and managed service partners in the Pacific Northwest, owning a $14M annual partner-sourced revenue target.
- Recruited and onboarded nine new partners in two years, six of which reached their first closed deal within a quarter.
- Wrote joint business plans with the top ten partners covering pipeline goals, marketing funds, and certification milestones.
- Raised partner-sourced pipeline 31% by running quarterly co-selling workshops and deal registration reviews with sales leaders.
- Resolved channel conflict cases between partners and direct sellers using clear rules of engagement, closing each within a week.
- Ran a partner certification track with the learning team, raising the share of partners with a technical specialisation from 20% to 45%.
- Reviewed partner health scores monthly and replaced three underperforming partners with stronger regional firms.

Partner Account Manager Apr 2018 - Dec 2020
Dell Technologies, Round Rock, TX

- Supported 15 regional distributors and value-added resellers, driving 112% of quota in the final year.
- Launched a partner incentive program for storage products that lifted attach rates by 18% over two quarters.
- Trained partner sales teams on new product lines through monthly webinars, certifying 60 reps over the year.
- Forecasted partner revenue weekly in Salesforce and flagged slipping deals to leadership early.

Inside Sales Representative Jun 2016 - Mar 2018
CDW, Vernon Hills, IL

- Sold hardware and software solutions to commercial accounts, consistently exceeding the monthly quota by about 10%.
- Collaborated with vendor channel managers on deal registration and special pricing requests for larger orders.
- Developed 20 new accounts through outbound calling and referrals from existing customers.

CORE SKILLS

Partner recruitment | Channel strategy | Joint business planning | Partner enablement | Deal registration | Co-selling | Incentive programs | Channel conflict resolution | Pipeline forecasting | Salesforce | PRM tools | Negotiation | QBR facilitation | Distributor management

EDUCATION

B.B.A. in Marketing, Texas A&M University, College Station, TX

CERTIFICATIONS

Certified Channel Professional (CCP) | Challenger Sales Certified