

Interim Head of Indirect Channels – (global IT & Telecoms services)

Ability to integrate into the client company

Kathie's involvement followed the acquisition and subsequent integration into the group of a smaller global network services organisation with a mature indirect channels business model. Kathie's role was to manage the indirect channel – programme, product set and brand – during the integration.

Impact on the business / bottom line

The challenge was to continue to manage the business for profit – within the boundary of maintaining sales of the portfolio given little or no portfolio investment and the possibility of decreasing brand equity and loss of key partner relationships

Overall contribution / achievement of objectives

Kathie completely understood the need to bring the acquired indirect channel model (history, knowledge and skills) into the parent organisation in order to preserve the revenues and profits as well as laying the foundation for the future of the indirect channels, by:-

- Creating a new framework for engaging with our partners (c 100 across 50+ countries) – creating a programme structure and associated processes

- Creation and launch of a branded partner programme – criteria and benefits, accreditation and certification – to internal and external stakeholders, and to existing and prospective partners

- The enrolment of existing partners and recruitment of new partners in order to meet revenue and profit targets (105%)

Working style

Kathie takes the time to roll up her sleeves and deliver the strategic actions necessary, at the same time as bringing others with her on that journey – demonstrating the ability to cover the dual elements of day-to-day activities and an integration/ transition role.

Leadership / people management skills

Kathie is an integrative leader – she has that enviable knack of being able to demonstrate her passion and vision to others – team members and management, internal and external stakeholders alike – in order to overcome underlying roadblocks and show others the ever changing possibilities to move business forward.

Any other comments about the interim manager

“Kathie has been a consistent strength in our Indirect channels environment – she is highly respected by all in the company, and very much by the 3rd party channels themselves in her work to support them. She has tirelessly managed the function, straddling both the tactical necessities of each day, and developing it strategically – including of course ensuring the continuity and strength of our partner programme. She has also managed to do this at all times of the day and night. I want to thank Kathie for her outstanding support. I know we will miss her very cheerful engagement, depth of expertise, and breadth of knowledge.” VP Global Indirect Channels

Interim Head of Indirect Channels– Strategy, marketing and product (global IT & Telecoms services) k1o