**SHERRY WILLMAN**

**SENIOR SALES LEADERSHIP**

Respected business leader with 20 years sales management experience consistently demonstrating impact through revenue quota attainment and increased market share. Experience managing and scaling efforts through partner channels. People leader who inspires others to do great work managing teams over 100 people. Known for collaboration and companywide partnerships. Brings personal enthusiasm and a passion for people development. Influence, educate and coach undergraduate and graduate students on sales and sales management.

**KEY SKILLS**

Professional Sales Educator │ Relationship Sales │Partner Channel Leadership │ People Management

Key Customer Strategy │ Collaboration│ Business Planning │Team Building

**PROFESSIONAL EXPERIENCE**

**Arizona State University 2019 - Present**

**Professor of Practice**

Within the W. P. Carey School of Business Marketing Department, teach undergraduate and graduate level courses with an emphasis on professional sales. My courses include Professional Sales Management (MBA) and Strategic Selling Using Data and Technology.

Lead corporate partner sponsorship activities to advance our Professional Sales Program. Engage in service activities which include helping to develop, execute and lead sales-related events, supervising sales-related student organizations, directing sales-focused honors projects and coaching national sales competition teams.

**Microsoft Corporation - Redmond, WA 1997 - 2018**

**Sr. Director Worldwide Field Sales Readiness**   **2016-2018**

Responsible for sales enablement, skills development and knowledge management for Microsoft employees and partners worldwide.

* Lead global team of field enablement managers who partner with sales executives to identify readiness needs and engage with Microsoft Learning to build training.
* Optimize and deliver global readiness programs for local relevance in country of landing.
* Manage Learning Partner channel of 1,100 organizations who represent the largest ecosystem in the industry and deliver technical training and certifications. Accountable for partner sales quota.

**General Manager US National Sales Organization 2013 – 2016**

Leadership of the US Small, Medium Customer and Partner National Sales Organization, a $4 billion annual revenue business.

* Responsible for the strategic planning and sales orchestration of the US Corporate Accounts business serving over 17,000 customers.
* Enable a world class sales culture centered on people, process & continuous innovation.
* Lead a talented team of over 100 people responsible for solution selling, licensing sales, software asset management and sales excellence.

**General Manager US Partner Channel 2010 - 2013**

Responsible for US licensing solution partner channel. This channel sells to all customer segments and is key to maximizing Microsoft’s reach, revenue and customer satisfaction.

* Accountable for $12B in annual revenue through business development and management of partners.
* Lead team of Sales Directors that effectively engage with the Microsoft field sales teams, optimize annuity revenue mix, and drive sales strategy and marketing with each Partner.
* Accountable for $16M Marketing budget owning end to end strategic relationship with partners to drive revenue performance and satisfaction.

**Senior Director US Sales Excellence 2006 - 2010** Responsible for sales processes, tools, business planning, management frameworks, and programs that optimize sales and provide the discipline for increases in sales force productivity.

* Develop and execute strategy to drive measurable improvements in key sales metrics.
* Build and deliver sales tools and readiness to increase pipeline, revenue and market share.
* Drive planning, reporting, and sales alignment to Microsoft sales processes.

**General Manager US Desert Mountain District 2003 – 2006**

Lead sales and marketing go to market strategy for $280M small and mid-market customers implementing best practices across all US businesses.

* Led team to win prestigious Top Subsidiary award recognizing leading revenue growth, customer satisfaction and innovation.
* Deliver outstanding sales management, partner channel management, and marketing execution representing all commercial Microsoft solutions.
* Ensure great customer and partner experience, leading the adoption of Microsoft's solutions by engaging our partner channel and aligning marketing programs.

**PRIOR RELEVANT MICROSOFT ROLES**

**Microsoft 1997 - 2003**

* Sales Development Manager
* Commercial Customer Sales and Field Marketing Manager
* Enterprise Customer Sales Manager

**SRP 1983 - 1997**

Arizona’s largest electric utility and water provider serving more than 1 million customers with electric power and delivering more than 800,000 acre-feet of water.

* Key Customer Management & Economic Development Manager
* Employee Relations Manager
* Staffing Supervisor

**MICROSOFT AWARDS**

Top Sales District │ 2x Circle of Excellence Winner │ 3x Gold Star Recipient │ 3x People Manager Award

3x Top Talent Stock Award │Breakaway Star Award │ Microsoft Achievement Award

**EDUCATION**

* Arizona State University Bachelor of Arts, Communication

**VOLUNTEER**

* Arizona State University Alumni Association