

Thomas J. Lynch

Senior Alliances and Channel Sales Manager and Director

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Professional Summary

Strategic alliances and channel sales leader with Oracle, IBM, Hitachi Data Systems, and Nastel/MeshIQ experience in Federal, SLED, and business-to-business (B2B) commercial markets. Reinvigorates underperforming partners through executive engagement, co-selling, and competitive displacement. Executes joint GTM plans and grows partner-led pipeline across cloud, software, storage, infrastructure, and cybersecurity. Results include 120%–180% year-over-year ARR growth and \$50M+ in partner revenue growth.

Key Skills: Strategic Alliances | Channel Sales | Joint GTM | Co-Selling | Partner Growth | Forecasting

Professional Experience

Oracle | Senior Alliances Channel Partner Sales Manager

Jul 2021 – Nov 2025 | North America and Southeast U.S. Public Sector

- Executed joint business planning and co-sell growth plans with Unisys, Data Intensity, NTT DATA, GDIT, Mythics, AST, IBM, Kyndryl, Deloitte, Infosys/Infosys Public Sector, and Accenture; delivered 120%–180% year-over-year annual recurring revenue (ARR) growth from 2022 to 2025.
- Developed global, national, and regional partner programs for Federal and state, local, and education (SLED) cloud opportunities; aligned partner executives, sales leadership, and field teams on competitive GTM plans.
- Authorized and enabled five partners—Rackspace, Kyndryl, GDIT, Unisys, and Carahsoft—to submit bids; won a \$17.5M Texas Department of Information Resources (TX-DIR) contract with NTT DATA.
- Supported cloud partner sales across a 10-state Southeast territory identified as the highest-performing North America region in 2025.
- Managed 600+ channel and alliance sales transactions per fiscal year through a 67-step quote-to-order process spanning eight stakeholder departments worldwide.

Nastel/MeshIQ | VP Global Channel Partners and Alliances (Contract)

Sep 2020 – Jun 2021 | New York City Metropolitan Area

- Created and executed the Regatta Channel Program and global channel GTM strategy for OEMs, global systems integrators, solution providers, value-added resellers, and direct market resellers.
- Applied the Engage, Enable, Excite, and Earnings framework to organize partner engagement, sales enablement, and revenue development.

IBM | Channel Sales Executive

Jun 2016 – Aug 2020 | North America

- Won a \$36M contract with the Social Security Administration in 2020.
- Managed regional and national partner programs for IBM Systems and Storage across flash storage, virtualization, software-defined infrastructure, enterprise tape, cloud, security, and software.
- Aligned partner owners, executives, and regional sales teams with IBM North America leadership and field sellers to develop joint sales opportunities and execute co-selling plans.
- Created partner-led lead-generation, appointment-setting, and net-new sales campaigns to develop partner-sourced pipeline; collaborated with partner sellers and IBM field teams to advance joint opportunities and displace Hitachi, Dell/EMC, and HP.

Hitachi Data Systems | Senior Director Channel Marketing and Sales

Dec 2006 – May 2016 | Americas Channels and Alliances

Individual Contributor | 2011 – 2016

- Led account development, sales, and channel marketing for partners ranked first, third, fifth, and ninth in the Eastern U.S.; grew partner revenue by \$50M+ and achieved 128.5% of quota.
- Won a \$55M SiriusXM contract through the channel in FY2011.
- Managed approximately \$1M in MDF and co-op investment supporting partner sales, marketing, and demand generation.
- Earned Circle of Excellence recognition in FY2010 and FY2011, with approximately 174% and 578% quota achievement, respectively.

Sales Management | 2006 – 2011

- Led 26 sales and channel managers across Eastern U.S. commercial districts, the National Federal District, and Canada, covering 14 states and seven provinces.
- Enabled 250+ solution provider relationships generating \$200M+ in revenue; ranked first among three regions at 103% of quota in FY2007.
- Delivered record 32% year-over-year growth, including \$24.6M in new growth following a prior decline.

Core Competencies

Alliances and channels: Strategic alliances; partner ecosystem strategy; business strategy; channel sales; partner account management; partner program management; partner recruitment and enablement; partner performance improvement; joint business planning; joint account planning; co-selling (sell-with); indirect sales (sell-through); joint go-to-market (GTM) strategy and execution; channel conflict resolution.

Sales and growth: Partner-sourced and partner-influenced pipeline development; B2B enterprise sales; complex sales cycles; solution and consultative selling; strategic account planning; key accounts; business development; account development; competitive displacement; sales forecasting; quota attainment; commercial negotiation; C-level executive engagement; cross-functional leadership; influence without authority; Salesforce CRM.

Partner performance and marketing: Quarterly business reviews (QBRs); executive business reviews; performance dashboards and scorecards; key performance indicators (KPIs); pipeline reviews; market development funds (MDF); co-op investment; sales and marketing techniques; partner marketing; co-marketing; demand generation; lead generation; sales enablement; distributed team leadership.

Partner Ecosystems and Technology

Partner types: Global systems integrators (GSIs); systems integrators (SIs); value-added resellers (VARs); managed service providers (MSPs); managed security service providers (MSSPs); cloud service providers (CSPs); distributors; original equipment manufacturers (OEMs); independent software vendors (ISVs).

Solutions: Cloud computing; enterprise software; software as a service (SaaS); infrastructure as a service (IaaS); platform as a service (PaaS); hybrid cloud; data storage and protection; virtualization; software-defined infrastructure; cybersecurity. Platform familiarity: Oracle Cloud Infrastructure (OCI), Amazon Web Services (AWS), Microsoft Azure, Google Cloud Platform (GCP). AI tool familiarity: ChatGPT, Claude, Grok, and Gemini.

Education

Drexel University | Bachelor of Science Co-op Program
Electrical Engineering and Computer Science

Certifications and Professional Training

Sales: IBM Global Sales School; IBM Selling Profession Certification — Experienced; IBM Certified Specialist — New Workloads Sales V1. Cloud and Infrastructure: IBM Hybrid Cloud Infrastructure — Systems Sales V2; IBM Data Driven and Multi-Cloud Storage Strategy V1; IBM FlashSystem — Sales V1; IBM Storage Management and Data Protection V1.

AI and Design Thinking: IBM Storage for AI; IBM Enterprise Design Thinking Practitioner; IBM Enterprise Design Thinking — Team Essentials for AI.

Security Clearance

Secret security clearance & US Military ID | Department of Homeland Security, U.S. Coast Guard