

Gary Blohm



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WORK EXPERIENCE

FEBRUARY 2025 - PRESENT

Syncron

Sr. Director – Partner Alliances

Strategic Partnership Development – Designed growth models for NA alliance ecosystems across supply chain and aftermarket segments, including ISVs, Systems Integrators, VARs, and Solution Extension partners.

Go-to-Market & Co-Selling – Developed joint marketing plans and multi-channel strategies driving brand awareness, demand generation, and revenue growth through partner collaboration

Industry Segmentation – Established market segmentation frameworks aligning partners with prioritized industry verticals to optimize coverage and specialization.

Performance Management – Implemented partner tracking systems monitoring demand activities, pipeline development, revenue contribution, and training metrics.

Cross-Functional Leadership – Liaison between sales, service, and customer success teams to drive integrated go-to-market programs and joint customer engagements.

Data Intelligent – Applied data integration and sharing frameworks to enable seamless, complementary solution offerings across partner ecosystems.

AUGUST 2022 – FEBRUARY 2025

Kinaxis

Sr. Director – Partner Alliances

Partner Alliance Leader – Managed strategic direction and activities for a defined group of global and regional supply chain SI's. Core focus was creating, incubating and scaling new and existing SI partners.

Cross-Functional Teaming – Collaborate with corporate marketing and sales enablement teams to develop SI-focused, co-branded GTM sales assets and activities.

Performance Tracking – Monitor key performance metrics to manage progress of agreed upon alliance initiatives, ensuring continuous improvement and alignment.

Joint Pipeline Management – Liaison for joint sales lead generation and pipeline activities between key SI-partner leaders and Kinaxis field sales teams.

Sales Leadership Collaboration – Work with sales leaders to analyze growth targets for existing SI-partners, drive unique strategies for SI's needing support to ensure a continued alliance growth journey.

Relationship Management – Nurture key relationships in the form of trust, accountability and authenticity.

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WORK EXPERIENCE

MARCH 2019 – AUGUST 2021

Omnitracs(VistaEquity)

VP of Partner Alliances

Partner Alliance Strategy – Conduct in-depth discovery meetings/workshops, establishing business case for partners to adopt and resell company's technology platform and products.

Partner Alliance Execution – Manage the alliance relationships across their full lifecycle - onboarding GTM strategies to programmatic ongoing success.

Sales Leadership Collaboration – Liaison with sales leaders and alliance partners, analyze revenue targets for existing partners, course correct specific partners ensuring continued revenue targets achievement.

Executive Leadership – Present overall partner ecosystem performance metrics to the c-suite, provide strategy/insights for continued successful journey forward.

Cross-Functional Teaming – Collaborate with corporate marketing, product management and sales enablement, develop partner focused GTM sales lead gen programs and activities.

Industry & Market Intelligence – Co-present industry challenges, trends and insights alongside SI partners at focused conferences and events.

JANUARY 2002 – MARCH 2019

Blue Dot Solutions

Co-Founder & EVP Partner Alliances

Company Acquisition – Guided and negotiated the sale of the company through an acquisition by Vista Equity, the company was made part of Omnitracs – a leading company in the Vista Equity portfolio.

Partner Alliance Strategy – Design/manage the overall alliance ecosystem strategy, drove organic and inorganic growth by securing new complimentary partner organizations and opportunities into the ecosystem.

Strategic Account Engagement – Well versed in planning and account engagement, consultative selling, senior level contract negotiations, and executive-level relationship development.

Joint Partner Planning – Drive joint partner planning processes that develop mutual performance objectives, financial targets, and critical landmarks for productive partner relationships.

C-Suite Trusted Advisor – Trusted advisor to executive-level counterparts with key strategic alliance partners, who we worked with on a consulting, referral, resale, and white label/OEM basis.

EDUCATION

Hofstra University

MASTER OF SCIENCE
Education & Organizational Behavior

Adelphi University

BACHELOR OF SCIENCE
Sociology