

KEITH DANIEL WASHO, MBA

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PARTNERSHIP, BUSINESS DEVELOPMENT, MARKETING EXECUTIVE

Consumer Electronics | Hardware/Software | Audio | Product Technologies | Consumer Packaged Goods

SUMMARY & HIGHLIGHTS

Partner management and business development experience with startups through Fortune 500 companies—including several of the best companies in their respective fields. Currently full-time with Optoma Technologies, leading partner sales and channel marketing with resellers and retailers.

Seasoned Speaker, Product Technology Evangelist, Trainer: TV sales appearances on QVC, ShopNBC, Newegg TV, and TigerTV, and depth of experience hosting key partners at headquarters for training, presenting to customers in the field, and speaking at industry events (e.g., CES, NAMM). Winner of Toastmasters International awards and Best of CES.

Leadership: Led a sales & marketing team of 6 for startup in Silicon Valley that was #1 in sound machines; team of 8 for an online video & blog production startup. Currently leading B2C team of sales and channel marketing people for #1 DLP projection company.

Knowledge Domains: Partner Management & Marketing, Business Development, Channel Sales, Market Development, Digital Marketing, Public Speaking, Presenting, & Training, PR, and Product Strategy.

CAREER PROGRESSION

OPTOMA TECHNOLOGIES, #1 Brand In 4K UHD Projectors, Halifax, VA 2022-Present

Director of B2C Sales

Leading retail sales and channel marketing for Optoma home theater and professional projectors

- Managing North America retailers like Best Buy, Amazon and overseeing team covering B&H, Beach Camera, Crutchfield, Electronic Express, Abt, Adorama, PC Richard & Son
- Directing the creation of product launch assets, product listing, and channel messaging for partners
- Managing B2C team to bring new products to market and launch new retail partnerships

SUMMIT WIRELESS TECHNOLOGIES, (WISA) *Global Leader In Wireless Audio*, Raleigh, NC 2019-2022

Vice President Global Partner & Channel Market Development

Led channel marketing & partner sales for wireless surround sound speaker systems and WiSA audio technologies

- Managed reseller partners Amazon, BestBuy, Newegg.com, Electronic Express, WaltsTV plus rep firms & buying groups
- Directed the creation of product assets, website development, and messaging for partners
- Manage project team to bring new products to market and launch new retail channel speaker business

—Prior contracted role 2018-2019: **Vice President of Marketing & Sales, VIMANA.IO:** Secured new router & app partner engagements with wireless networking companies including ASUS, D-Link, and T-Mobile.—

NETSERTIVE, INC., #1 RTP MarTech company, Raleigh, NC 2017-2018

Director of Enterprise Sales, Retailers, and Brands

Identified and secured partnerships with retailers and brands like Walmart, Ethan Allen, Lovesac, Intel, Huawei, and TP-Link, enabling them to drive more business through digital marketing technology

- Prospected and built executive-level relationships at consumer product, tech, and retail companies
- Owned sales pipeline and managed CRM (Salesforce)
- Created sales messaging and increased brand awareness via speaking engagements (e.g., NY Retail Summit)

ADAPTIVE SOUND TECHNOLOGIES, INC., #1 global sound machine tech company, San Jose, CA 2015-2017

Vice President of Global Sales/Marketing

Headed global product marketing and business development. Led and mentored a team of 6 direct reports. Formed, negotiated, managed, and closed key partnerships globally.

- Grew business 40%+ YOY with retailers including Target, BestBuy, Amazon, London Drugs, and Walmart
- Increased global sales by 100% by establishing sales across the UK, Canada, Japan, Taiwan, and Germany
- Launched a successful crowdfunding campaign of wearable tech product, exceeding fundraising goal

QUALCOMM, Global leader in wireless technologies and processors, San Jose, CA 2011-2015

Senior Partner Marketing & Channel Sales Manager

Managed partner marketing and channel sales across company routers, extenders, powerlines, and Wi-Fi technology. Led retail training and TV presentations for channel partners BuyTV, NeweggTV, TigerDirectTV, and Frys V-Cons.

- Secured a business agreement with TP-Link at Walmart to integrate new routers within 1K+ retail stores
- Forged partnerships with influential retail corporations (e.g., Amazon, Walmart, Best Buy, Staples, eBay)
- Managed partnerships with Qualcomm customers including NETGEAR, Belkin/Linksys, and D-Link

BIGFOOT NETWORKS, #1 online gaming hardware/software company acquired by Qualcomm, San Jose, CA 2008-2011

Senior Director of Sales

Supported retail and technology partners within the US and UK by overseeing gaming network card and wireless adapter sales. Boosted business development by heading channel marketing and key account management.

- Led channel sales for distribution, retail, and e-tail partners in North America and Europe, contributing to 70% growth resulting in the company being acquired by Qualcomm
- Achieved 200% growth YOY for Killer Wireless products by winning key business

AMAZING TECH PRODUCTS, INC., Profitable startup closed to join Bigfoot Networks, San Jose, CA 2007-2008

Founder

Built consumer electronics-based business, resulting in 3 consumer websites and Purebuds Earphones

- Won business with QVC and ShopNBC, securing TV appearances and selling hundreds of units in minutes
- Launched new e-commerce business with Amazon, NCIX, Buy, and Home Shopping Channel

SANDISK, #1 global leader for flash memory, Milpitas, CA 2006-2007

Senior Product Marketing Manager

Grew sales and market share from launching entertainment tech products and developing engaging product packaging, messaging, and channel sales materials.

- Achieved second highest market share through coordinating the development and launch of the Sansa audio/video players, surpassing Sony, Samsung, and Microsoft combined in sales
- Led new multimillion-dollar business by heading MP3 player product marketing across retail/distribution

CREATIVE LABS, INC., #1 in digital entertainment computer products, Milpitas, CA 2000-2006

Business Development, Product Marketing, and Sales Manager

Fulfilled numerous sales and marketing management roles, generating excitement for new products and launching new partnerships that resulted in \$20M+ in new global retail and distributor business.

- **Sales Manager-US Retail and Business Development in New Markets:** Secured new retail business for MP3 players, keyboards, and speaker systems, resulting in \$15+M a year in new channel business.

- **Business Development and Product Marketing Manager for Creative Prodikeys:** Built new alliances and sales partners with retail, education, and distribution achieving 70% growth YOY, resulting in a million dollar new keyboard business, QVC and other televised promotions, and award-winning products.

CURRENT INDUSTRY & COMMUNITY LEADERSHIP

INVESTING: Angel Investor, RTP Capital Associates; **Investor**, VentureSouth

ENTREPRENEURSHIP: Co-Founder, Startup Summit; **Executive Producer**, LOVE Show Entertainment

MENTORING: Mentor, Council for Entrepreneurial Development (CED); **Business Mentor**, NC IDEA Labs

PUBLIC SPEAKING & MENTORING: 20 years of Toastmasters International (winner of multiple awards)

EDUCATION & PROFESSIONAL DEVELOPMENT

Degrees

Executive M.B.A., Saint Mary's College of California, Moraga, CA	2013
M.A., Music Business & Entertainment Industries, University of Miami, Miami, FL	2000
B.A., Music and Broadcasting, State University of New York College, Oswego	1997

Coursework

University of North Carolina – Chapel Hill Executive Program, Powerful Presence & Public Speaking	2019
North Carolina State University , Executive Program, Negotiations	2018
Duke University , Fuqua School of Business, Leadership	2017
Stanford University , Continuing Studies Program	2007, 2011
Santa Clara University , Professional Development Program	2005-2006

Certifications

Content Marketing, Sales Enablement, Inbound Marketing Certified by HubSpot	2021
Lean Six Sigma White Belt Certified	2019
Google Digital Sales Google Analytics Google AdWords Google AdWords Video Advertising	2017
E-commerce Management Program Certificate, San Jose University, San Jose, CA	2001-2004
Certified Negotiator, Karrass Negotiating Program, San Jose, CA	2000