

KEITH DANIEL WASHO

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VICE PRESIDENT OF SALES & MARKETING

Innovative and adaptable director with a significant history in technology, consumer product goods, electronics, multi-channel marketing, and new business development within both start-ups and Fortune 500s. Extensive financial and sales expertise covering direct/international sales, financial analysis, forecasting, SaaS, advertising, and marketing communications. Excellent written and verbal interpersonal skills with proficiencies in CRM, public speaking, storytelling, and delivering win-win negotiations. Strong organization abilities with an effective attention to detail.

CORE COMPETENCIES

- Business Development
 - Corporate Communications
 - Branding/Advertising
 - Partner Marketing
 - Product Launches
 - Account Management
 - Channel Management
 - Brand Marketing
 - Sales Strategy
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PROFESSIONAL EXPERIENCE

Vimana – Raleigh, NC

2018 – Present

Vice President of Sales & Business Development

Establish new business relationships with networking/telco companies, router vendors, ISPs, and e-com leaders through outreach to executives and buyers. Aid in the creation/development of pitch decks, demos, product/company briefs, and marketing collateral by leading design and production processes. Garner new sales with key clients through presenting value propositions on vimana.io.

Key Accomplishments:

- Successfully secured engagements with several leading wireless tech companies (ex. D-Link, ASUS) and investors through facilitating critical meetings and presentations.
- Closely collaborated with multiple high-profile corporations, including ASUS, T-Mobile, D-Link, and more.

Netsertive, Inc. – Raleigh, NC

2017 – 2018

Enterprise Sales/Retailers/Brands Director

Promoted company development by heading sales pipeline creation and CRM. Supported brands and retailers in promoting additional business utilizing digital marketing technology through overseeing enterprise sales processes. Expanded company reach and awareness by identifying potential and influential executive-level relationships.

Key Accomplishments:

- Raised company/brand awareness by heading speaking engagements across conferences like the NY Retail Summit.
- Formed key relationships with notable retail brands, such as Walmart, Intel, Ethan Allen, Huawei, Lovesac, and TP-Link.

Adaptive Sound Technologies, Inc. – Campbell, CA

2015 – 2017

Vice President of Global Sales/Marketing

Streamlined global product marketing and business development operations through directly managing a team of six. Formed, negotiated, managed, and closed key partnerships by maintaining regular communication throughout the entirety of the process. Upheld consistency and steady growth levels across sales through managing US, UK, and Canadian sales channels.

Key Accomplishments:

- Facilitated year-over-year business growth by over 40% with large-scale retailers (including Target, Amazon, Best Buy, Walmart, Babies R Us, and more) through winning new retail placements and distributors.
- Increased global sales by 100% by establishing sales across the UK, Canada, Japan, Taiwan, and Germany.
- Successfully crowdfunded and launched an innovative, wearable tech product by launching Novo on IndieGoGo.

Qualcomm – San Jose, CA

2011 – 2015

Senior Partner Marketing & Channel Sales Manager

Drove organizational excellence through managing partner marketing/channel sales across company routers, extenders, powerlines, and Wi-Fi technology. Actively boosted success for channel partners (ex. BuyTV, NeweggTV, TigerDirectTV, Frys V-Cons) by promoting retail training and TV presentations. Established long-lasting relationships with customers through facilitating consistent interactions and communications.

Key Accomplishments:

- Achieved a business agreement with TP-Link at Walmart to integrate new routers within 1K+ retail stores through successfully securing meetings and closing partnership deals.
- Forged concrete partnerships with influential retail corporations, such as Amazon, Walmart, Best Buy, Staples, and E-Bay.

Bigfoot Networks (acquired by Qualcomm) – San Jose, CA 2008 – 2011
Senior Director of Sales

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

Key Accomplishments:

- Drove 200% year-over-year growth for Killer Wireless products by gaining system integrator and laptop vendor business.
- Arranged for a 70% sales growth, enabling the company to be acquired by Qualcomm, through spearheading channel sales for distribution and retail partners in both North America and Europe.
- Launched multiple products and boosted sales by 40%+ by building key partnerships with Gigabyte, EVGA, and VisionTek.

SanDisk – Milpitas, CA 2006 – 2007
Senior Product Marketing Manager

Actively promoted sales for new entertainment tech products through developing engaging and eye-catching product packaging/messaging and sales materials.

Key Accomplishments:

- Achieved second highest market share through coordinating the development/launch of the Sansa audio video players, surpassing Sony, Samsung, and Microsoft combined in sales.
- Spearheaded new multi-million-dollar business by directly heading MP3 player product marketing across retail/distribution.
- Boosted Sansa audio and video products within Walmart and Best Buy through implementing key advertising initiatives.

ADDITIONAL EXPERIENCES

President – KDW Consulting, Raleigh, NC – 2017 to Present

Business Manager – Amazing Tech Products, Inc., San Jose, CA – 2007 to 2011

Sales/Business Development/Project Marketing Manager – Creative Labs, San Jose, CA – 2000 to 2006

EDUCATION

Executive MBA 2013
 Saint Mary's College of California - Moraga, CA

Master's – Music Business & Entertainment Industries
 University of Miami - Miami, FL

CERTIFICATION & TRAINING

Powerful Presence & Public Speaking, UNC Executive Program, Chapel Hill, NC 2019

Negotiations, NC State Executive Program, Raleigh, NC 2018

Leadership, Duke University, Fuqua School of Business, Durham, NC 2017

Continuing Studies Program, Stanford University, Palo Alto, CA 2007 & 2011

Professional Development Program, Santa Clara University, Santa Clara, CA 2005-2006

E-Commerce Management Program Certification, San Jose University, San Jose, CA 2001-2004

Certified Negotiator & PR Trained for TV/Radio/Print, Karrass Negotiating Program, San Jose, CA 2000