

# KEITH DANIEL WASHO, MBA

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## CHANNEL SALES & MARKETING EXECUTIVE

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

### SUMMARY & HIGHLIGHTS

Market development experience in Research Triangle Park and Silicon Valley with startups through Fortune 500 companies—and several of the best companies in their respective fields. Currently full-time with Summit Wireless Technologies, Inc leading sales and market share growth with technology partners, brands, and retailers.

**Seasoned Speaker & Product Technology Evangelist:** TV sales appearances on QVC, ShopNBC, Newegg TV, and TigerTV, and depth of experience hosting key partners at headquarters, 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; currently leading an agency with product launch and channel marketing team, and team of 8 for a production startup.

**Knowledge Domains:** Channel Sales & Marketing, Business Development, Business Strategy, Consumer Marketing, Public Speaking, Storytelling, CRM, Product Strategy, Global Market Strategy, Digital Marketing, Partner Marketing

### CAREER PROGRESSION

**SUMMIT WIRELESS TECHNOLOGIES**, (NASDAQ: WISA) *Leader in wireless audio*, Raleigh, NC 2019-Present

#### Vice President Global Partner & Channel Market Development

Lead channel marketing & sales for new wireless surround sound speaker system, and manage launch to Amazon.com, Newegg.com, and buying groups. On track to meet goals.

- Direct the creation of product launch assets, website development, and messaging.
- Manage project team to bring product to market and launch into channel for holiday season.

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

**NETSERVIVE, 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 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 trainings 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 and resulting in 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.

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**CURRENT INDUSTRY & COMMUNITY LEADERSHIP**

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**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

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### *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*

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

### *Certifications*

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