

KEITH DANIEL WASHO, MBA, M.A.

Partnerships | Business Development | Sales & Marketing Leadership

Consumer Electronics • PC Hardware • Audio & Music Technology

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PROFESSIONAL SUMMARY

Results-driven Sales, Partnerships, and Business Development executive with 25+ years of experience building high-impact strategic alliances and driving revenue growth across consumer electronics, PC hardware, and audio/music technology sectors. Proven track record leading channel sales, partner marketing, and go-to-market strategy for Fortune 500 and global leading companies (Qualcomm, SanDisk, Creative Labs, Fractal Design) and high-growth startups (WiSA Technologies, Bigfoot Networks, Adaptive Sound Technologies). Deep expertise in retail, e-tail, and distribution partnerships with major accounts including Amazon, Best Buy, Target, Walmart, Newegg, Micro Center, Electronics Express, and global distributors. Known for building the right relationships, launching innovative products, and growing market share in competitive, fast-moving categories.

CORE COMPETENCIES

Strategic Partnerships & Alliances	Channel Sales Development	Business Development
Retail & E-tail Account Management	Product Marketing & Launch Manager	Revenue Growth & P&L Ownership
OEM/ODM Ecosystem Development	Audio & Music Technology Evangelist	Consumer Electronics & Hardware Expert

PROFESSIONAL EXPERIENCE

FRACTAL DESIGN | *World-Leading PC Gaming Hardware Manufacturer*

Senior Director of Sales

2023 – Present

- Lead partner marketing and channel sales strategy, driving revenue growth and expanding market share across PC hardware and gaming accessories in retail, e-tail, and distribution channels.
- Successfully launched Amazon.com direct-to-consumer storefront and secured placement with Best Buy, significantly expanding brand reach in North America.
- Build and manage strategic partnerships with key retail accounts, OEM partners, and industry influencers to accelerate brand awareness and product sell-through.

NEWCHIP ACCELERATOR | *#1 Online Startup Accelerator*

Consultant – Partnerships & Business Development

2022 – 2023

- Advised early-stage consumer electronics and hardware startups on partner marketing, channel sales strategy, and business development execution.
- Guided BeatConnect from beta through successful product launch in 2023, advising on retail go-to-market and distribution planning.
- Supported Ice Jack Technologies on market entry strategy and product launch sequencing.

WISA TECHNOLOGIES, INC. | *Global Leader in Wireless Audio Technology*

Vice President, Global Partnerships & Sales

2019 – 2022

- Drove \$1M+ in new sales by launching Platin Audio wireless speakers and WiSA SoundSend transmitters into key retail and e-tail accounts.
- Grew overall business 45% annually by managing partnerships with Amazon, Best Buy, Newegg, Electronic Express, and WaltsTV.
- Led the WiSA Wave co-marketing program in partnership with brands including Klipsch, LG, Xbox, Harman, and Bang & Olufsen to drive category-level consumer awareness.
- Orchestrated partner certification programs and co-op marketing initiatives across a global ecosystem of OEM and brand partners.

NETSERVIVE | *Leading Marketing Technology Company (Research Triangle Park)*

Director, Enterprise Partner Sales

2017 – 2018

- Built executive-level relationships with enterprise clients including Walmart, Intel, Huawei, Ethan Allen, and TP-Link.
- Designed co-branded marketing campaigns and channel sales programs that increased partner brand visibility and drove measurable sell-through.

ADAPTIVE SOUND TECHNOLOGIES (ASTI) | *#1 Global Sound Machine & Sleep Technology Company*

Vice President, Global Sales & Marketing

2015 – 2017

- Grew the business 40% YoY by establishing strategic retail and e-tail partnerships with Target, Amazon, Best Buy, London Drugs, and Walmart.
- Achieved 100%+ growth in international markets including UK, Canada, Germany, and Japan by building distributor and channel partner relationships.
- Launched a successful crowdfunding campaign for a new consumer tech product, exceeding the \$45,000 fundraising goal.

QUALCOMM | *Global Leader in Wireless Technologies & Processors (via Bigfoot Networks Acquisition)*

Senior Partner Marketing & Channel Sales Manager

2011 – 2015

- Supported Qualcomm Atheros chip business by building and managing channel relationships with NETGEAR, TP-Link, Belkin/Linksys, and D-Link.
- Led retail training and channel marketing programs with BuyTV, NeweggTV, TigerDirectTV, and Fry's to grow product visibility and consumer education.
- Grew Qualcomm chip market share at key retailers including Amazon, Walmart, Best Buy, and Staples through targeted partner marketing.

BIGFOOT NETWORKS | *#1 Gaming Networking Hardware & Software (Acquired by Qualcomm)*

Senior Director, Marketing & Sales

2008 – 2011

- Drove 70% company growth through partner marketing and channel sales leadership across PC OEMs, retail, e-tail, and distribution in North America and Europe — directly contributing to the Qualcomm acquisition.
- Achieved 200% YoY growth for Killer Wireless products by winning business with system integrators, PC OEMs, major retailers, and distributors.

AMAZING TECH PRODUCTS, INC. | *Consumer Electronics Startup — Founder*

Founder & CEO

2007 – 2008

- Conceived, launched, and profitably operated a consumer electronics company that developed the Purebuds Earphones brand.

- Won placements on QVC and ShopNBC, securing on-air TV shopping appearances and driving direct-to-consumer sales.
- Built e-commerce distribution with Amazon, NCIX, Buy.com, and the Home Shopping Channel.

SANDISK | #1 Global Leader in Flash Memory & Storage Products

Senior Product Marketing Manager

2006 – 2007

- Led product marketing for the Sansa audio/video MP3 player line, achieving the #2 market share position in the MP3 player category — surpassing Sony, Samsung, and Microsoft combined.
- Developed and executed product packaging, retail sales materials, channel programs, and advertising content that drove multi-million-dollar revenue growth.

CREATIVE LABS | #1 Digital Entertainment Computer Products

Partner Marketing, Business Development & Sales Manager

2000 – 2006

- Held multiple marketing and sales leadership roles over six years, generating \$20M+ in new global retail and distribution business.
- Built strategic alliances with Sharper Image, Brookstone, CompUSA, QVC, and Brook Mays Music, achieving 70% YoY growth and launching a million-dollar music & PC keyboard business.
- Developed and managed channel partner programs, co-op marketing campaigns, and product launch strategies across retail and distribution.

EDUCATION

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

M.A., Music Business & Entertainment Industries University of Miami, Miami, FL

B.A., Music & Broadcasting State University of New York College, Oswego, NY

AWARDS, LEADERSHIP & INDUSTRY RECOGNITION

- Best of CES Award Winner — Consumer Electronics Show industry recognition
- Toastmasters International Award-Winner — Public Speaker & Executive Presenter
- Published Author & Producer — LOVE Show Entertainment; Sales & Marketing Podcast Host (Anchor, Apple Podcasts, Spotify)
- Founder, Purebuds Earphones — Consumer electronics brand sold on QVC, ShopNBC, and Amazon
- Co-Founder, Startup Summit NC — Conference and monthly event series supporting the NC startup ecosystem
- Mentor & Advisor, NewChip Accelerator — Supporting consumer product and electronics startups
- IBM Enterprise Design Thinking Practitioner, Co-Creator & AI Essentials Certified
- Varsity Soccer Coach & Music Teacher — Community leadership and youth development