

KEITH DANIEL WASHO

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SALES LEADER & MARKETING EXECUTIVE

Innovative and adaptable director with significant history in technology, consumer products, and electronics within both start-ups and Fortune 500s. Extensive sales and marketing expertise covering direct and international retail, eetail, and distribution business, product marketing, advertising, and corporate communications. Leadership in multi-channel marketing and business development. Excellent written and verbal interpersonal skills with expert proficiency in public speaking, storytelling, presenting, CRM, and delivering win-win negotiations to forge new partnerships. Strong organizational abilities with an effective attention to detail with financial analysis and forecasting.

CORE COMPETENCIES

- Sales & Business Development
 - Launching Products
 - Branding/Advertising
 - Partner Marketing
 - Channel Management
 - Sales Strategy
 - Consumer Marketing
 - Account Client Relations
 - Corporate Communications
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PROFESSIONAL EXPERIENCE

KDW Consulting: Sales, Marketing, and Business Development – Raleigh, NC 2017 – Present
Principal Consultant

Consulting and driving successful execution in sales, marketing, business development, and partnerships for consumer electronics, technology, and consumer product companies. Clients include Silicon Valley wireless audio leader Summit Wireless Technologies(NASDAQ WiSA), networking tech company Vimana.io, and GLG Consulting, Alpha Insights, and Coleman Research.

Key Accomplishments:

- Managing channel sales and marketing programs for new wireless speaker system for Summit Wireless & WiSA shipping products to Amazon.com, BestBuy.com, Newegg.com and buying groups.
- Leading sales and business development for networking consumer product tech company Vimana.io opening up new business opportunities with leading telcos like T-Mobile and router companies D-Link and Netgear along with secure capital with angle networks.
- Directing Startup Summit creating monthly events and yearly conferences growing startup & entrepreneurship ecosystem . Adviser with CED Mentor Program consulting consumer product startups.

Netsertive, Inc. – Raleigh, NC 2017 – 2018

Director of Enterprise Sales/Retailers/Brands

Promoted company development by heading marketing & sales pipeline creation. 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:

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

Adaptive Sound Technologies, Inc. – Campbell, CA 2015 – 2017

Vice President of Global Sales/Marketing

Streamlined business development operations through directly managing a team of six. Formed, negotiated, managed, and closed key partnerships. Upheld consistency and steady growth levels across marketing & sales through managing US, UK, and Canadian retail, eetail, and distribution 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 obtaining fundraising goal 110%.

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.

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

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

Creative Labs, Inc. – Milpitas, CA

2000 – 2006

Business Development/Product Marketing/Sales Manager

Owned business development for new 3D visual software division, led internet marketing for global leading digital entertainment products, and managed retail sales for the audio/video players

Key Accomplishments:

- Secured new retail business for MP3 players and speaker systems resulting in \$12+ million a year channel business
- Managed retail partners Brookstone, Trans World Entertainment, May Company, Nebraska FurnitureMart, Hastings Entertainment, Brooks May Music, and Borders to grow business 100%+ YOY
- Led product development for music keyboard product resulting in a million dollar+ business
- Built new alliances and sales partners with retail, education, and distribution achieving 70% growth YOY

ADDITIONAL EXPERIENCES**Co-Founder**– Startup Summit Conference, Raleigh, NC –2018 to Present**Investor**– RTP Capital Angel Investor Network, Raleigh, NC- 2018- Present**Principal**– KDW Marketing & Sales Consulting, Raleigh, NC – 2017 to Present

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