

# KEITH DANIEL WASHO, MBA

Raleigh, NC | 984.349.2727 | keithwasho@gmail.com | linkedin.com/in/keithwasho/

## SALES LEADER, CHANNEL MARKETING, AND PARTNERSHIP EXECUTIVE SPECIALIZING IN TECHNOLOGY | HARDWARE/SOFTWARE | CONSUMER ELECTRONICS | AUDIO/MUSIC

### SUMMARY & CORE COMPETENCIES

Seasoned leader with 25+ years of professional experience managing partnerships, channel sales development, and sales & marketing executions for Fortune 500 companies and startups, including industry leaders like Creative Labs, SanDisk, Qualcomm, WiSA Technologies, and Fractal Design. Expert in driving revenue growth, gaining market-share, building global partnerships, and launching innovative products in competitive markets.

### PROFESSIONAL EXPERIENCE

**FRACTAL DESIGN, Senior Director of Sales** 2023-Present  
*World Leading PC Gaming Hardware Manufacturer & Brand*

- Lead partner marketing and channel sales, driving revenue growth and expanding market share in PC hardware and gaming accessories at retail, etail, and distribution
- Launched Amazon.com direct successfully and brought on Best Buy

**NEWCHIP ACCELERATOR, Consultant** 2022-2023  
*#1 Online Startup Accelerator*

- Supported startups with partner marketing, business development, and sales strategies
- Guided BeatConnect through beta development to successful product launch in 2023
- Facilitated market entry and product launches for Ice Jack Technologies

**WISA TECHNOLOGIES, INC, Vice President Global Partner Marketing** 2019-2022  
*Global Leader In Wireless Audio*

- Drove \$1M+ in new sales launching Platin Audio wireless speakers and WiSA SoundSend transmitters
- Increased business 45% annually, managing partnerships with major retailers such as Amazon, Best Buy, Newegg, Electronic Express, and WaltsTV

**NETSERVIVE, Director of Enterprise Partner Marketing & Sales** 2017-2018  
*#1 Research Triangle Park Marketing Technology Company*

- Built executive relationships with leading companies Walmart, Intel, Huawei, Ethan Allen, and TP-Link
- Designed marketing campaigns and sales programs to increase brand visibility and boost partner sales

**ADAPTIVE SOUND TECHNOLOGIES, Vice President of Global Sales & Marketing** 2015-2017  
*#1 Global Sound Machine Tech Company*

- Grew business by 40% YoY, establishing key partnerships with Target, Amazon, Best Buy, London Drugs, and Walmart.
- Expanded global reach, achieving over 100% growth in new markets UK, Canada, Germany and Japan.
- Launched successful crowdfunding campaign of tech product exceeding \$45,000+fundraising goal

## PROFESSIONAL EXPERIENCE CONTINUED

**QUALCOMM, Senior Partner Marketing & Channel Sales Manager** (*Acquired Bigfoot Networks*) 2011-2015

*Global Leader In Wireless Technologies And Processors*

- Supported growing chip business with customers including NETGEAR, TP-Link, Belkin/Linksys, D-Link
- Led retail training and channel marketing for partners BuyTV, NeweggTV, TigerDirectTV, and Fry's
- Grew Qualcomm chip market-share with retailers Amazon, Walmart, Best Buy, Staples

**BIGFOOT NETWORKS, SENIOR DIRECTOR OF MARKETING & SALES** (*Acquired by Qualcomm*) 2008-2011

*#1 Gaming Networking Hardware & Software Company*

- Led partner marketing and channel sales for PC OEMs, distribution, retail, and e-tail partners in North America and Europe, contributing to 70% growth resulting in company being acquired by Qualcomm
- Achieved 200% growth YOY for Killer Wireless products by winning key business with system integrators, PC OEMs, retailers, and distributors.

**AMAZING TECH PRODUCTS, INC., Founder** 2007-2008

*Profitable Startup Closed To Join Bigfoot Networks*

- Built consumer electronics-based business, resulting in three consumer websites and Purebuds Earphones.
- Won business with QVC and ShopNBC, securing TV appearances
- Launched new e-commerce business with Amazon, NCIX, Buy, and Home Shopping Channel

**SANDISK, Senior Product Marketing Manager** 2006-2007

*#1 Global leader For Flash Memory And Storage Products*

- Led new multimillion-dollar business by heading MP3 player product marketing across retail & disti
- 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
- Created innovative new product marketing and advertising assets including packaging, content, channel sales materials, and commercials resulting in being #2 in MP3 players 2nd only to Apple

**CREATIVE LABS, Partner Marketing, Business Development, and Sales Manager** 2000-2006

*#1 In Digital Entertainment Computer Products*

- Fulfilled numerous marketing and sales management roles, generating excitement for new products and launching new partnerships that resulted in \$20M+ in new global retail and distributor business.
- Built new alliances and sales partners with Sharper Image, Brookstone, CompUSA, QVC, and Brook Mays Music, achieving 70% growth YOY resulting in a million-dollar new music & PC keyboard business.

## EDUCATION & PROFESSIONAL DEVELOPMENT

**Executive M.B.A.**, Saint Mary's College of California, Moraga, CA

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

**B.A., Music and Broadcasting**, State University of New York College, Oswego

## AWARDS & LEADERSHIP & COMMUNITY SERVICE

- Public Speaker & Evangelist: Toastmasters International Award-Winner
- Industry Accolades: Best of CES Winner
- Entrepreneurship: Founder, Purebuds Earphones | Producer, LOVE Show Entertainment
- Varsity Soccer Coach & Music Teacher