

KEITH DANIEL WASHO, MBA

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MARKETING, SALES, AND PARTNERSHIP EXECUTIVE

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

SUMMARY & HIGHLIGHTS

Marketing, Sales, & Partnership Leader: Management experience with both startups and Fortune 500 companies—including several of the best technology and consumer electronic companies in their respective fields like Creative Labs, SanDisk, Bigfoot Networks, Qualcomm, WiSA Technologies, and Fractal Design. Expert in leading channel sales and marketing retailers, e-tailers, distributors, system integrators, and resellers.

Seasoned Presented & Public Speaker & Evangelist: TV sales appearances on QVC, ShopNBC, Newegg TV, TigerTV, and depth of experience hosting partners for training, presenting to clients in field, and speaking at industry events (e.g., CES, CeBIT, NAMM). Winner of Toastmasters International and Best of CES Awards.

Leadership: Led marketing & sales teams of 6 for startup in Silicon Valley that was #1 in sound machines; 3 marketing reps for #1 wireless speaker company; and team of 8 for an online video & blog production startup.

Expertise Retail channel marketing, partner marketing & relationship management, product development, channel strategy, presenting, and sales training, digital marketing, social media strategy and management.

CAREER PROGRESSION

FRACTAL DESIGN, *World Leading PC Gaming Hardware Manufacturer & Brand* 2023-Present

Senior Director of Sales

Leading North America retail sales and channel marketing management growing PC Hardware and Computer Accessory sales alongside increasing market-share.

NEWCHIP ACCELERATOR, *#1 online accelerator* 2022-2023

Consultant & Advisor

Support clients with marketing, business development, and partnerships in retail, e-tail, and distribution. Companies include BeatConnect, Oztibrew, and Ice Jack Technologies.

- Guided BeatConnect through the beta stage of audio software and company development from 2022 to launching product successfully 2023
- Supported Ice Jack in completing product and market development planning as well as securing contacts and partnership discussions for product launch in Latin America and ecommerce launch

SUMMIT WIRELESS TECHNOLOGIES, *(WiSA) global leader in wireless audio* 2019-2022

Vice President Global Partner & Channel Marketing

Owned channel marketing & sales for wireless surround sound speaker systems and WiSA technologies with partners

- Drove \$1M+ in new sales bringing Platin Audio speakers and WiSA SoundSend transmitters to market
- Grew sales 45%+ yearly for multi-million-dollar consumer electronic business managing reseller partners Amazon, BestBuy, Newegg.com, Electronic Express, WaltsTV, and Rep firms

NETSERTIVE, *#1 RTP MarTech company* 2017-2018

Director of Enterprise Marketing & Sales

Worked partnerships with retailers and brands like Walmart, Ethan Allen, Lovesac, Intel, Huawei, and TP-Link

- Prospected and built executive-level relationships at consumer product, tech, and retail companies owning sales pipeline and managing CRM (Salesforce)
- Created marketing messaging and increased brand awareness for clients via digital marketing programs

ADAPTIVE SOUND TECHNOLOGIES, #1 global sound machine tech company 2015-2017

Vice President of Global Marketing & Sales

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% establishing sales across the UK, Canada, Japan, Taiwan, and Germany
- Launched successful crowdfunding campaign of wearable tech product exceeding \$45,000+ fundraising goal

QUALCOMM, Global leader in wireless technologies and processors 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 training and TV presentations for channel partners BuyTV, NeweggTV, TigerDirectTV, and Frys
- Forged partnerships with influential retail corporations (e.g., Amazon, Walmart, Best Buy, Staples, eBay)
- Managed partnerships with Qualcomm customers including NETGEAR, TP-Link, Belkin/Linksys,& D-Link

BIGFOOT NETWORKS, #1 online gaming hardware/software company acquired by Qualcomm 2008-2011

Senior Director of Marketing & 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 account management.

- Led channel sales for 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, OEMs, retailers, and distributors.

AMAZING TECH PRODUCTS, INC., Profitable startup closed to join Bigfoot Networks 2007-2008

Founder & CMO

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 and storage products 2006-2007

Senior Product Marketing Manager

Grew sales and market share from launching audio/video 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, #1 in digital entertainment computer products 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.

- Secured new consumer electronic retail business resulting in \$16M+ a year in new channel business
- Built new alliances and sales partners, achieving 70% growth YOY resulting in a million-dollar new music & PC keyboard business. Led QVC and other televised sales promotions launching award-winning products

EDUCATION & PROFESSIONAL DEVELOPMENT

Executive M.B.A., Saint Mary's College of California, Moraga, CA 2013

M.A., Music Business & Entertainment Industry, University of Miami, Miami, FL 2000

B.A., Music and Broadcasting, State University of New York College, Oswego 1997

Coursework

University of North Carolina – Chapel Hill, Executive Program, Powerful Presence & Public Speaking 2019

North Carolina State University, Executive Program, Negotiations 2018

Duke University, Fuqua School of Business, Leadership 2017

Certifications

IBM Design Thinking & Practitioner, AI, Project Management & Digital World Supervision	2023
Content Marketing, Sales Enablement, Inbound Marketing Certified by HubSpot	2021
Google Digital Sales Google Analytics Google AdWords Google AdWords Video Advertising	2017

CURRENT INDUSTRY & COMMUNITY LEADERSHIP

LEADERSHIP & COMMUNITY SERVICE: **Coach**, Varsity Soccer, **Pianist/Music Leader** - Church & **Teacher**- Pre-K

ENTREPRENEURSHIP: **Founder**, Purebuds Earphones; **Producer**, LOVE Show Entertainment

PUBLIC SPEAKING: 20+ years of Toastmasters International (winner of multiple speaking awards, Best of CES)