

Keith Daniel Washo

▪ Raleigh, NC ▪ (919) 812-2923 ▪ keithwasho@gmail.com

SUMMARY OF EXPERTISE:

- Highly developed technology sales career with 18+ years of experience selling consumer electronics, audio products, computer hardware, networking, software, and marketing technology
- Record of success in outbound sales prospecting in solution-sales / technology-related environments
- Expert in managing deals at various stages of development, evangelizing, and educating customers
- Leader in sales and account management selling competitive innovations and new technologies
- Expertise selling products and solutions to retailers, distributors, re-sellers, OEM, brands, and tech companies
- Creator of partnerships with companies both directly and through management of sales teams
- In-depth knowledge and understanding of technologies with ability to identify opportunities and pursue deals
- Strong experience in prospecting techniques, building relationships, and winning partnerships
- Passionate sales and marketing professional with ability to create, launch, and sell products globally
- Proven/referenceable track record of successfully managing and maintaining relationships with partners
- Proficient in strategy development and launching new products globally
- Versatile team player delivering results at both start-up companies and large international corporations
- Strong corporate communicator to articulate technical and market visions to customers and partners
- Award winning speaker with competence developing and delivering presentations to large and diverse audiences
- Advanced education Executive MBA, Masters' in Music Business Industries, Bachelor of Arts in Broadcasting

PROFESSIONAL EXPERIENCE

KDW CONSULTING

Raleigh, NC
2017-Present

President

- Consulting in sales, marketing, business development, and retail/etail/distribution
- Clients include Logitech, Bain & Company, HanSnap, Tegus, GLG Consulting, Alpha Insights, Coleman Research, BruePrint Brewing Co.
- EVP of Sales For Phase Dock, Inc (www.PhaseDock.com)
- Guru at GroundWork Labs via NC Idea
- Mentor with Council for Entrepreneurial Development(CED)
- Assistant Director at Startup Grind powered by Google, Startup Summit NC, and host of StartupGrindTV
- Author and speaker of published books: "The Heart of Success" & "Good Things Come From Hard Times"

NETSERTIVE

Raleigh, NC
2017-2018

Director of Enterprise Sales

- Led digital marketing sales for retailers and brands in the consumer electronics, tech, and home goods industry

ADAPTIVE SOUND TECHNOLOGIES, INC.

San Jose, CA
2015- 2017

Vice President of Global Sales and Marketing

- Led global sales and marketing for award winning consumer electronics and adaptive audio products
- Grew business 50%+ YOY with retail partners like Target, BestBuy, Amazon, Walmart, and Babies R Us
- Expanded sales internationally with distribution partners in UK, Canada, Taiwan, Japan, and Germany
- Managed corporate marketing, consumer retail, distribution programs, and PR campaigns
- Owned "end to end" experience initiating, structuring, negotiating, closing and managing sales
- Headed global sales, strategy, and product marketing of wearable tech and audio products

QUALCOMM

San Jose, CA
2011- 2015

Senior Partner Marketing & Channel Sales Manager

- Led partner marketing and channel sales for Qualcomm routers, extenders, powerline, and WiFi technology
- Managed partnerships with Qualcomm customers NETGEAR, Belkin/Linksys, D-Link, TP-Link, Actiontec, TRENDnet
- Owned relationships with retailers Walmart, Best Buy, Amazon, Staples, Ebay, Frys Electronics, Newegg, TigerDirect
- Drove retail trainings and TV presentations for channel partners BuyTV, NeweggTV, TigerDirectTV, and Frys V-Cons

Keith Washo

▪ Raleigh, NC ▪ (919) 812-2923 ▪ KeithWasho@gmail.com

PROFESSIONAL EXPERIENCE CONTINUED

BIGFOOT NETWORKS (*Acquired by Qualcomm)

San Jose, CA

Senior Director of Sales

2008-2011

- Managed partnerships with Gigabyte, EVGA, and VisionTek to launch products, execute marketing, and boost sales
- Led channel sales for distribution, retail, and e-tail partners in North America and Europe contributing to triple digit growth resulting in company being acquired by Qualcomm
- Won system integrator and laptop vendor business resulting in 200% growth YOY for Killer Wireless products

AMAZING TECH PRODUCTS, INC.

San Jose, CA

Founder/VP of Marketing & Sales

2007-2011

- Built company vision, brand, and business strategy resulting in three consumer websites and consumer product
- Created and launched Purebuds Earphones winning retail business in USA and Canada
- Won retail business with TV shopping leaders QVC and ShopNBC securing numerous on-air appearances
- Launched new ecommerce business with Amazon, NCIX, Buy, and Home Shopping Channel

SANDISK

San Jose, CA

Senior Product Marketing Manager

2006-2007

- Managed launch and creation of "Sansa" audio video players outselling Sony, Samsung, and Microsoft combined leading to a market share second only to Apple's iPod
- Led product marketing for MP3 players driving a multi-million dollar business through retail, etail, and distribution
- Launched advertising and marketing programs to drive sales of the Sansa audio/video products
- Created product packaging, product messaging, and sales materials for new entertainment tech products

CREATIVE LABS

San Jose, CA

I. Sales Manager-US Retail & Biz Dev in New Markets

2000-2006

- Secured new retail business for MP3 players and speaker systems resulting in \$15+ 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

II. Business Development Manager-Computer Music Products

- Built new alliances and sales partners with retail, education, and distribution achieving 70% growth YOY
- Created business plan for Prodikeys keyboard product resulting in 2x expansion of business

III. Product Marketing Manager- Music Keyboards

- Managed product development for computer music keyboard product resulting in million dollar business
- Headed up retail relations with QVC delivering account win that drove sales of 10,000+ units
- Led PR tours and product presentations on QVC TV, CES, and NAMM resulting in award winning products

IV. Internet Marketing Manager- MP3 Players & WebCams

- Drove product launches and sales programs for MP3 players and WebCams supporting a \$20M business
- Launched and managed the Affiliate Program resulting in \$100k+ of incremental online revenue in 3 months
- Managed complete content and design process for e-commerce storefront and direct newsletter programs

V. Business Development Manager- OOZIC, Music Software

- Created and launched marketing programs for the Oozic music software products growing it's user base by 80% YOY
- Managed OEMs HP, Acer, and DELL resulting in new software bundle wins and trial programs
- Established strategic relationships with record business leading to artist endorsements of music software

EDUCATION

Executive MBA

Saint Mary's College of California

May 2013, Honors

Masters in Music Business and Entertainment Industries

University of Miami

May 2000, Summa Cum Laude

Bachelor of Arts in Music and Broadcasting

State University of New York at Oswego

May 1997, Cum Laude