

Keith Daniel Washo

▪ Raleigh, NC 27605 ▪ (984) 349-2727 ▪ KeithWasho@gmail.com

SUMMARY OF EXPERTISE:

- 20+ years of sales and marketing leadership in consumer electronics, hardware/software, audio, and consumer products
- Expert selling products and solutions to retailers, distributors, re-sellers, OEMs, and enterprise clients
- Proven leader creating successful partnerships both directly and through managing sales and marketing teams
- Passionate sales and marketing executive with ability to successfully create, launch, and sell products globally
- Proficient marketing communications professional to evangelize new products and educate market on innovation
- Experienced marketing and sales strategist with multiple organizations from startups to fortune 500s
- Versatile team player achieving sales quotas and accomplishing marketing targets at both start-up companies and international corporations
- Entrepreneur founding company and launching innovative tech products through retail and TV shopping channels
- Professional public speaker with ability to articulate product benefits and market vision to customers and partners
- Advanced education with Executive MBA, Masters' in Music Business & Entertainment Industries, and Bachelor of Arts in Broadcasting & Music

PROFESSIONAL EXPERIENCE

KDW CONSULTING

Raleigh, NC

President

2017- Present

- Leading sales and business development for Vimana(www.vimana.io) securing new business engagements with networking tech companies like ASUS, D-Link, and VC firms
- Driving sales and marketing for Purebuds Earphones and Gliditude Cosmetics launching on Amazon, Etsy, IndieGoodz, and brand websites
- Directing Startup Summit creating monthly events and yearly conferences supporting entrepreneurs in RTP
- Providing executive consulting across sales, marketing, partnerships, and retail development
- Clients include HanSnap, Tegus, GLG Consulting, Alpha Insights, Coleman Research, BruePrint Brewing

NETSERTIVE, INC.

Raleigh, NC

Director of Enterprise Sales, Retailers and Brands

2017- 2018

- Managed enterprise sales enabling brands and retailers to drive more business through digital marketing technology
- Identified and secured opportunities with retailers and brands like Walmart, Ethan Allen, Lovesac, Intel, Huawei, TP-Link
- Prospected and built relationships at the executive level of consumer product, tech, and retail companies
- Owned sales pipeline creation and managed CRM (Sales Force)
- Created company sales messaging and led speaking engagements at conferences like NY Retail Summit

ADAPTIVE SOUND TECHNOLOGIES, INC.

Campbell, CA

Vice President of Global Sales and Marketing

2015- 2017

- Led sales and marketing for #1 best-selling consumer electronics and audio products
- Grew business 40%+ yoy with retailers Target, BestBuy, Amazon, London Drugs, Walmart.com, and Babies R Us
- Expanded sales internationally in UK, Canada, Taiwan, Japan, and Germany resulting in 100% growth from global sales
- Built team of 6 and headed global product marketing and business development
- Launched new wearable tech product with successful crowdfunding campaign hitting funding goal
- Owned "end to end" experience initiating, structuring, negotiating, closing, and managing sales deals

QUALCOMM

San Jose, CA

Senior Partner Marketing & Channel Sales Manager

2011- 2015

- 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

BIGFOOT NETWORKS (*Acquired By QUALCOMM 2011)

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 70% growth resulting in company being acquired by Qualcomm
- Won system integrator and laptop vendor business resulting in 200% growth YOY for Killer Wireless products

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AMAZING TECH PRODUCTS, INC.

San Jose, CA

Founder

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 business with TV shopping leaders QVC and ShopNBC securing appearances selling hundreds of units in minutes
- Launched new ecommerce business with Amazon, NCIX, Buy, and Home Shopping Channel

SANDISK

Milpitas, CA

Senior Product Marketing Manager

2006-2007

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

CREATIVE LABS

San Jose, CA

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 120% YOY

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

Product Marketing Manager- Music Keyboards

- Managed product development for computer music keyboards 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

Internet Marketing Manager- MP3 Players & WebCams

- Drove online product launches and sales programs for MP3 players and WebCams supporting a \$20M business
- Launched and managed 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

Business Development Manager- OOZIC, Music Software

- Created and launched marketing programs for Oozic music software products growing 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 industry 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, G.P.A. 3.96

Bachelor of Arts in Music and Broadcasting, University of New York Oswego

May 1997, G.P.A. 3.64

ADDITIONAL EDUCATION

- **NC State**, Executive Program, Negotiations 2018
- **Duke University**, Fuqua School of Business, Leadership 2017
- **Stanford University**, Continuing Studies Program Spring 2007/Spring 2011
- **Santa Clara University**, Professional Development Program 2005-2006
- **San Jose University**, E-commerce Management Program Certificate 2001-2004

ORGANIZATIONS & TRAINING

- Karrass Negotiating Program, Certified Negotiator & PR Trained for TV, Radio, and Print
- Toastmasters International, National Public Speaking Contest Winner
- Author of books, "The Heart Of Success" and "Good Things Come From Hard Times"