KEITH DANIEL WASHO, MBA

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SALES & STRATEGIC PARTNERSHIPS EXECUTIVE
CONSUMER TECHNOLOGY | AUDIO | GAMING | RETAIL | ECOMMERCE

EXECUTIVE PROFILE

Senior sales and strategic partnerships executive with 20+ years of experience scaling consumer technology, audio, gaming, wireless, and connected-device businesses across retail, eCommerce, distribution, OEM, and strategic partner channels. Proven record of opening new channels, building executive relationships, launching products, and accelerating revenue for Qualcomm, SanDisk, Creative Labs, Fractal Design, WiSA Technologies, Bigfoot Networks, and entrepreneurial ventures.

SELECTED CAREER IMPACT

- 200% YoY North American revenue growth at Fractal Design while leading an $11M+ account portfolio.
- $20M+ in new consumer-product revenue generated through retail, distribution, business development, and product launches at Creative Labs.
- Built and scaled BestBuy.com into a $1M+ annual business through account development, assortment expansion, positioning, and promotions.
- Helped SanDisk's Sansa digital audio/video business achieve the #2 MP3-player market position behind Apple.
- Drove 70% channel growth and 200% YoY Killer Wireless growth at Bigfoot Networks, contributing to the company's acquisition by Qualcomm.

CORE EXPERTISE

Strategic Partnerships | Business Development | Channel Sales | National Accounts | Retail & eCommerce | Amazon 1P |

PROFESSIONAL EXPERIENCE

FRACTAL DESIGN — Senior Director of Sales 2023–2026

Global PC gaming hardware and consumer technology brand

- Led North American sales and channel growth across an $11M+ account portfolio spanning Amazon, Best Buy, retail/eCommerce, and distribution partners.
- Delivered 200% YoY North American revenue growth through account expansion, increased assortment, promotions, new distribution, and customer-specific growth initiatives.
- Opened and scaled BestBuy.com into a $1M+ annual business, developing the retailer relationship, commercial strategy, positioning, assortment, and growth plan.

WISA TECHNOLOGIES — Vice President, Global Partner Marketing 2019–2023

Wireless audio and speaker technology

- Built strategic partnerships with global audio and technology brands including LG, Harman, Klipsch, and Bang & Olufsen, supporting commercialization, co-marketing, partner GTM, and market expansion.
- Developed retail and channel growth opportunities across Amazon, Best Buy, Newegg, Electronic Express, and distribution partners, generating $1M+ in incremental sales.

— Prior consulting & contractor roles: **Co-Founder**, Startup Summit leading entrepreneurship conferences/events in Research Triangle Park & **Vice President of Sales**, **VIMANA.IO:** Secured new router & app business engagements with wireless networking companies including ASUS, D-Link, and T-Mobile.—

ADAPTIVE SOUND TECHNOLOGIES — Vice President of Global Sales & Marketing 2015–2018

Consumer sleep and sound technology company

- Led global sales, channel, partnerships, and go-to-market strategy across Amazon, Target, Best Buy, Walmart, international distributors, and emerging markets.
- Delivered 90% YoY North American growth and expanded business across the UK, Canada, Germany, and Japan, contributing to 400%+ growth in new international markets.

PROFESSIONAL EXPERIENCE — CONTINUED

QUALCOMM — Senior Partner Marketing & Channel Sales Manager 2011–2015

Wireless technologies, networking hardware/software, and processors | Bigfoot Networks acquired by Qualcomm

- Managed strategic relationships with NETGEAR, TP-Link, Belkin/Linksys, D-Link, and other networking and connected-device partners.
- Developed channel sales and partner-marketing programs across Amazon, Newegg, Fry's Electronics, Walmart, Best Buy, Staples, and other technology channels.
- Connected partner, product, retail, and consumer strategies to increase adoption of differentiated Qualcomm networking technologies.

BIGFOOT NETWORKS — Senior Director of Marketing & Sales 2008–2011

Gaming networking hardware/software company acquired by Qualcomm

- Led sales, strategic partnerships, and channel development across OEM, distribution, retail, and eCommerce partners in North America and Europe.
- Built relationships across EVGA, Gigabyte, MSI, iBUYPOWER, CyberPower, Newegg, Fry's, Micro Center, and other ecosystem partners.
- Drove 70% channel growth and 200% YoY growth for Killer Wireless products, contributing to company expansion and acquisition by Qualcomm.

AMAZING TECH PRODUCTS, INC. — Founder 2007–2008

Profitable consumer-products startup

- Founded and operated a consumer electronics business spanning product development, eCommerce, partnerships, channel sales, and entrepreneurship.
- Launched Purebuds earphones and consumer products through Amazon, QVC, ShopNBC, NCIX, Buy.com, and Home Shopping Channel.

SANDISK — Senior Product Marketing Manager 2006–2007

Digital music and audio/video products

- Managed product marketing and business strategy for SanDisk's multimillion-dollar Sansa digital audio/video portfolio.
- Helped Sansa achieve the #2 MP3-player market position behind Apple through coordinated product, marketing, retail, channel, positioning, and commercialization strategy.

CREATIVE LABS — Partner Marketing, Business Development & Sales Manager 2000–2006

Digital audio and consumer technology products

- Led partnerships, business development, sales, and product-launch initiatives generating $20M+ in new consumer-product revenue across retail, eCommerce, and distribution in the U.S., Canada, and Latin America.
- Built new retail, distribution, music, and education partnerships, including FYE, Brook Mays Music, QVC, CompUSA, Sharper Image, and Brookstone.

EDUCATION & PROFESSIONAL DEVELOPMENT

Executive M.B.A. — Saint Mary's College of California

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

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

AI for Executives: Building with AI — Virginia Tech, 2026