KEITH DANIEL WASHO, MBA

Virginia | Remote | 984.349.2727 | keithwasho@gmail.com | linkedin.com/in/keithwasho/

RETAIL PARTNERSHIP & BUSINESS DEVELOPMENT EXECUTIVE

Full-Cycle Retail Partnership Sales | Hunting, Negotiating & Closing | Contract & Placement Agreements | Quota-Carrying New Business

SUMMARY

Business Development & Channel Sales Executive: 20+ years running full-cycle, quota-carrying sales processes — hunting, negotiating, and closing new retail partnerships from first outreach through signed contract and store/market launch. Proven closer with major national and specialty retailers, owning commercial terms, contract negotiation and redlines, and placement agreements through to execution and handoff.

Retail Deal-Closer: Negotiated and closed a strategic TP-Link/Walmart placement agreement supporting deployment across 1,000+ retail locations; recruited, negotiated, and closed new strategic retail partnerships delivering 40%+ YoY growth (Target, Best Buy, Amazon, London Drugs, Walmart); won and closed new retail partnerships with QVC and ShopNBC, securing live on-air placement and immediate sell-through; generated $15M+ annually in new retail/channel business at Creative Labs and $20M+ in new global retail and distributor business overall.

Core Expertise: Retail Partnership Hunting & Closing | Contract Negotiation & Deal Structuring | Full-Cycle Business Development

PROFESSIONAL EXPERIENCE

FRACTAL DESIGN (NASDAQ Stockholm: FRACTL) *Global Gaming Hardware Brand, Remote — 2023-2026*
Sr. Director of Sales

Owned and closed channel and retail partnership growth for a $10M+ gaming technology business, leading market development and commercial execution across Amazon, Best Buy, and strategic new routes to market.

- Directed the creation of product launch assets, website development, and go-to-market messaging supporting new retail partner launches.
- Managed cross-functional project team to close out product readiness and launch into channel ahead of the holiday selling season.

(Prior contractor role 2022-2023: Sales & Partnership Consultant, Newchip Accelerator — guided consumer product companies BeatConnect & Ice Jack Technologies through beta development to successful product launch.)

WISA TECHNOLOGIES / DATAVAULTAI (NASDAQ: DVLT) *Leader in Wireless Audio & Speakers, Remote — 2019-2022*
Vice President, Partner & Channel Market Development

Led channel strategy and full-cycle partner development for wireless audio technology, hunting and closing new routes to market through e-commerce, retail, rep firms, and buying groups.

- Built, negotiated, and closed new channel partnerships across Amazon, Newegg, QVC, rep firms, and buying groups to expand market coverage and commercial reach.

(Prior consulting & contractor roles: Co-Founder, Startup Summit — led entrepreneurship conferences/events in Research Triangle Park; Vice President of Sales, Vimana.io — secured and closed new router & app business engagements with wireless networking companies including ASUS, D-Link, and T-Mobile.)

ADAPTIVE SOUND TECHNOLOGIES, INC. *#1 global sound machine tech company, San Jose, CA — 2015-2017*
Vice President of Global Sales/Marketing

Led global retail channel sales, partner development, and product marketing while managing and mentoring a six-person team and owning strategic retail partner relationships end to end.

- Recruited, negotiated, and closed strategic retail channel partner agreements globally, delivering 40%+ YoY growth with Target, Best Buy, Amazon, London Drugs, and Walmart.
- Increased international sales 100% by identifying, negotiating, and closing new channel partnerships across the UK, Canada, Japan, Taiwan, and Germany.
- Owned the full deal cycle for global retail and strategic partner development — from prospecting through negotiation, signature, and performance management — while driving sales execution and revenue growth.

QUALCOMM *Global leader in wireless technologies and processors, San Jose, CA — 2011-2015*
Senior Partner Marketing & Channel Sales Manager

Owned retail partner negotiations and channel sales across company routers, extenders, powerlines, and Wi-Fi technology, closing placement agreements and leading retail training and TV presentations for channel partners BuyTV, NeweggTV, TigerDirectTV, and Frys V-Cons.

- Negotiated and closed a strategic TP-Link/Walmart placement agreement, supporting deployment across 1,000+ retail locations.
- Owned and closed the strategic relationships with NETGEAR, Belkin/Linksys, D-Link, Amazon, Walmart, Best Buy, Staples, and eBay.

BIGFOOT NETWORKS *#1 online gaming hardware/software company (acquired by Qualcomm), San Jose, CA — 2008-2011*

Senior Director of Sales

Supported retail and technology partners within the US and UK by hunting, negotiating, and closing gaming network card and wireless adapter partnerships, heading channel marketing and key account management.

- Built, negotiated, and closed new channel sales, distribution, retail, and e-commerce partnerships across North America and Europe for a high-growth gaming hardware/software technology company.
- Drove 70% channel growth, contributing to company expansion and eventual acquisition by Qualcomm.
- Delivered 200% YoY growth for Killer Wireless products through new business hunting and channel development.

AMAZING TECH PRODUCTS, INC. *Profitable startup (closed to join Bigfoot Networks), San Jose, CA — 2007-2008*

Founder

Built a consumer electronics business from the ground up, personally sourcing, pitching, and closing new retail partnerships — resulting in 3 consumer websites and the Purebuds Earphones line.

- Won and closed new retail partnership business with QVC and ShopNBC, securing on-air TV placement and selling hundreds of units in minutes.
- Prospected, negotiated, and launched new e-commerce retail partnerships with Amazon, NCIX, Buy.com, and Home Shopping Channel.

SANDISK *#1 global leader for flash memory, Milpitas, CA — 2006-2007*

Senior Product Marketing Manager

Grew sales and market share by launching entertainment tech products and developing packaging, messaging, and channel sales materials that supported retail partner closing efforts.

- Achieved second-highest market share by coordinating the development and launch of the Sansa audio/video players, surpassing Sony, Samsung, and Microsoft combined in sales.
- Led a new multimillion-dollar retail business by heading MP3 player product marketing across retail and distribution partners.

CREATIVE LABS, INC. *#1 in digital entertainment computer products, Milpitas, CA — 2000-2006*

Business Development, Product Marketing, and Sales Manager

Fulfilled sales and business development leadership roles hunting and closing new retail partnerships that resulted in $20M+ in new global retail and distributor business.

- Sales Manager — US Retail and Business Development in New Markets: Prospected, negotiated, and closed new retail business for MP3 players, keyboards, and speaker systems, resulting in $15M+ a year in new channel business.
- Business Development and Product Marketing Manager for Creative Prodikeys: Built and closed new alliances and retail sales partnerships with retail, education, and distribution accounts, achieving 70% growth YoY, a million-dollar new keyboard business, and QVC and other televised promotions.

INDUSTRY & COMMUNITY LEADERSHIP

Investing: Angel Investor, RTP Capital Associates; Investor, VentureSouth

Mentoring: Mentor, Council for Entrepreneurial Development (CED); Business Mentor, NC IDEA Labs

Public Speaking & Mentoring: 20 years of Toastmasters International (winner of multiple awards)

Coach & Teacher: Varsity Soccer Team, Halifax High School; Music Classes, CH Friend High School

EDUCATION & PROFESSIONAL DEVELOPMENT

Degrees: Executive M.B.A., Saint Mary's College of California, Moraga, CA (2013); M.A., Music Business & Entertainment Industries, University of Miami (2000); B.A., Music and Broadcasting, State University of New York College, Oswego (1997)

Coursework: Liberty University Entrepreneurship Program (2022); UNC Chapel Hill Executive Program, Powerful Presence & Public Speaking (2019); NC State University Executive Program, Negotiations (2018); Duke University Fuqua School of Business, Leadership (2017); Stanford University Continuing Studies Program (2007, 2011); Santa Clara University Professional Development Program (2005-2006)

Certifications: AI For Business Executives Certification Program, Virginia Tech (2026); Google Digital Sales | Google Analytics | Google AdWords | Google AdWords Video Advertising (2017); E-commerce Management Program Certificate, San Jose University (2001-2004); Certified Negotiator, Karrass Negotiating Program (2000)