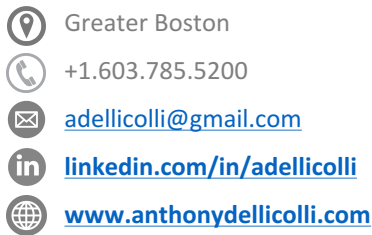


Anthony Delli Colli

B2B Executive - Business Development, Strategy, Strategic Marketing



Summary

Successful growth-oriented executive with SaaS experience in analytics and machine learning applications across Bootstrap, venture-backed Start Up and Fortune 500 companies. Skilled at building agile teams to create winning strategic marketing, sales, and client success execution at scale.

- Highlights: (3) bootstrap startups, (2) acquisitions, \$50M+ funding, \$220M+ M&A, 500+ partners
- Verticals: healthcare, retail, media, telco, transportation, hospitality
- Solutions: marketing analytics, mobility, digital health, network virtualization, IOT cybersecurity

Skills

- P&L Experience
- M&A (buyer & seller)
- Sales Forecasting
- Strategic Partnerships
- Demand Generation
- Financial Modeling
- Design Thinking
- CRM, Marketing Automation
- Strategic Sales Methodologies
- Strategic Planning
- Coach, Trainer, Mentor
- Languages - Italian, French

Industry Associations

- Telco - Wi-Fi, ITU, Linux Foundation
- IOT - OneM2M, NIST, Bluetooth SIG
- Healthcare - Continua, HIMSS, WHO
- Retail - CES, NRF
- Education - Internet2

Work Experience

2016-17 **SVP, Global Business Development**
Cloud4Wi, San Francisco, Milano



Led platform strategy and business development for marketing analytics SaaS focused on mobile engagement services in retail, telco, hospitality, transportation.

- Developed, implemented channel partner program with Telco, GSI, agencies, DMP
- Identified, negotiated GTM partnerships with Accenture, E&Y, Salesforce, SAP, Cisco
- Expanded enterprise customer MRR with new vertical application solutions

2009-15 **VP, Sales and Marketing, Director**
Elbrys, Portsmouth, NH



Led enterprise sales, go-to-market, and strategic accounts for digital health SaaS Bootstrap focused on consumer health and wellness services.

- Increase revenue from \$0 to \$8M, 80% YoY growth, hired team of 10
- Negotiated Verizon, Qualcomm contracts, grew 100K+ users, 5M+ API transactions
- Led sensor platform integration with 100+ medical and wearables devices
- Drove HIMSS market adoption, grew 30% to 250+ medical, fitness devices members
- Led startup formation, secured funding for subsidiary company (Tallac Networks)
- Developed network virtualization strategy, led channel sales with CSP and MSP

2006-09 **Manager, Business Development**
Cisco, San Jose, CA



- Led SP Wi-Fi and enterprise security partnerships - Apple, Samsung, MS, GE, Philips
- Grew Cisco's Connect Mobile Experience solutions - 300+ ecosystem partners
- Drove strategic marketing for Cisco's AnyConnect, Identity Services Engine (ISE)

2001-06 **VP, Sales and Marketing, Director**
Meetinghouse, Portsmouth, NH



Led strategic sales, go-to-market, and product management for enterprise software Bootstrap focused on network access control, identity management, Wi-Fi security.

- Acquired by Cisco (\$43M). Led integration with Cisco wireless, security businesses
- Grew enterprise security from \$0 to \$15M, 100% YoY growth, hired team of 20
- Negotiated \$300K - \$2M licensing agreements with Intel, Broadcom, Cisco, Sony, HP

1996-01 **Director, Global Business Development**
Internet Pictures, San Francisco, London



- Sold formerly PictureWorks (\$175M). Negotiated \$5M contracts with eBay, NAR
- Led regional market expansion with Japan KK, China subsidiary, EMEA business unit
- EMEA P&L, grew channel revenue from \$1M to \$7M, managed team of 20

Education

- MBA, Telecommunications, University of San Francisco
- BA, History & Economics, McGill University



Anthony Delli Colli

B2B Executive - Business Development, Strategy, Strategic Marketing

Growth Strategies / Bootstrap Open Innovation / Enterprise Sales / Leadership, Coach

Core strengths leading business development and marketing teams focused on growth strategies and scaling partner enablement. Team builder with ability to motivate a collaborative fast-paced team and accelerate sales velocity.

Growth Strategies

Increased sales, customer acquisition velocity 100% YoY with (3) early stage companies. Built, led direct and channel sales teams resulting in repeatable SaaS revenue growth. Proven ability to design, execute strategic marketing plans in healthcare, retail, financial, hospitality, and transportation markets.

Enterprise Sales

Sold \$30M+ SaaS solutions to enterprise, SMB and OEM customers. Built, trained sales and marketing teams on BANT and consultative sales methodologies including strategic sales, pre-sales consultants, client delivery, and sales operations.

Bootstrap Open Innovation

Led strategic marketing initiatives across open source communities, trade groups, and commercial API partner ecosystems. Delivered SaaS solutions in marketing analytics, digital health, and enterprise security by helping clients transform product development, business agility at scale.

Leadership, Coaching

High energy sales and marketing executive, committed to building velocity based on great people, discipline sales operations and account-based marketing. Creative problem solver with 15+ years of sustainable growth in (3) early stage companies.

Achievements

Growth Strategies

- (2) acquisitions - Cisco (\$43M) and Internet Pictures (\$175M)
- Led global enterprise SaaS expansions in NAM, EMEA, APAC
- Grew SaaS channel at scale with 500M+ mobile footprint

Bootstrap Open Innovation

- Grew brands engaging HIMMS, Wi-Fi, Linux Foundation
- Integrated 100+ medical devices on SaaS sensor platform
- Closed \$10M+ license revenue with ISV and HW partners
- Reduce costs 40%, increased 5X time to market

Enterprise Sales

- Negotiated \$1M+ contracts with eBay, Intel, HP, Cisco
- Closed \$250K+ enterprise sales with Boeing, Wachovia, B of A
- Managed client delivery teams for 75+ enterprise customers

Leadership

- Hired, managed GTM teams from 10-25 employees
- Managed pipelines with 200+ concurrent qualified opportunities
- Reduce A/R 40% with client delivery and OEM customers
- Delivered 25+ industry keynote and panel presentations

Success Stories

Accelerate Sales Velocity

Licensed IP to OEM partners (Intel, Broadcom, Sony, Motorola) to establish a global 500M+ mobile footprint. Achieved 100% YoY growth and \$15M+ Upsell revenue from unique enterprise SaaS security solution in financial services, manufacturing, education. Customers include: Boeing, Wachovia, B of A, HP.

Launch New Product and Markets

Led sales and product teams to expand strategic markets on IOT platform. Leveraged innovation across open source communities and trade groups (Linux Foundation, OpenStack, Wi-Fi, HIMMS). Delivered SaaS solutions: (i) enterprise security, (ii) health management, (iii) retail marketing analytics, (iv) K-12 classroom analytics, and (v) hospitality marketing analytics.

(3) bootstrap startups, (2) acquisitions

Led startup formation for Meetinghouse, Elbyrs, and Tallac. Drove acquisition by Cisco (\$43M) and Internet Pictures (\$175M). Led market positioning strategies and managed relationships with corporate development and legal teams.

Strategic Alliances

Led Cisco's Identity Services Engine (ISE), enterprise Wi-Fi, Cisco AnyConnect partnerships resulting in integrations with Apple, Samsung, Microsoft on mobile platforms and GE Medical, Philips Medical on medical devices.

Negotiating Complex Contracts

Led contract negotiations for (3) early stage companies and Cisco's Enterprise Mobility initiative. Recruited, trained 40+ sales executives, technical consultants, client delivery teams to grow GTM programs and close \$30M+ network security and healthcare revenue. Customers include: Cisco, HP, Verizon, Qualcomm.

Strategic Alliances

Developed two tier channel program targeting Managed Service Providers with Telco, GSI, agencies, and DMP partners. Managed partner onboarding, training with strategic sales, product management, marketing and client delivery teams. Partner include: Accenture, E&Y, Salesforce, SAP, Cisco, Huawei.