

# AARON LEE

Director of Partner & Channel Marketing | GTM Strategy | MDF & Pipeline Growth

Provo, UT (Open to Remote) | (801) 828-8216 | yeequon@gmail.com

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## PROFESSIONAL SUMMARY

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Senior marketing leader with 15+ years of experience building and scaling partner, channel, and field marketing functions for B2B technology and SaaS organizations. Currently lead partner and vendor marketing strategy for a 50–150 partner ecosystem inside a major cloud marketplace, including a brand campaign that drove 36% of marketing-attributable partner signups, grew branded search 33%, and cut paid CPC by 24%. Earlier in my career, owned multi-million-dollar MDF and field marketing budgets (\$5M+) with top-tier strategic alliance partners (HPE, Intel, Dell Technologies, IBM, Lenovo) and built partner marketing and enablement programs from the ground up across two-tier distribution and channel ecosystems. Skilled at aligning Sales and Marketing, running partner advisory boards, and translating partner insight into pipeline and revenue growth.

## CORE COMPETENCIES

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Partner & Channel Marketing Strategy • Cloud Marketplace & Vendor GTM • Strategic Alliances & ISV/IHV Partnerships  
Two-Tier Distribution • Market Development Funds (MDF) • Account-Based Marketing (ABM) • Field & Event Marketing  
Partner Enablement & Content • KPI Frameworks & Reporting • Budget & ROI Management • Team Leadership & Mentoring  
Salesforce CRM • Cross-Functional Alignment • Partner Advisory Boards

## PROFESSIONAL EXPERIENCE

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### Director of Product Marketing

Oct 2024 – Present

*Pax8 | Greenwood Village, CO (Remote) — cloud marketplace connecting MSPs with SaaS, security, and infrastructure vendors*

- Lead partner and vendor marketing strategy and execution across a cloud marketplace, partnering cross-functionally with Sales, Product, and vendor partner teams to drive partner success and partner-influenced pipeline.
- Owned a global brand campaign end to end that increased branded search volume 33%, grew social mentions 25%, and drove 36% of all marketing-attributable partner signups across paid, organic, and social channels.
- Optimized paid media performance to deliver the program's highest CTR and conversion volume in Google, while reducing CPC 24% versus comparable campaigns and improving partner marketing ROI and attribution reporting.
- Mentor and develop marketing team members supporting partner and product marketing initiatives, building internal capability alongside program growth.

### Vendor GTM Marketing Director

Sep 2023 – Oct 2024

*Pax8 | Greenwood Village, CO (Remote)*

- Helped scale a newly launched vendor partner program from early stage to a mature go-to-market motion spanning 50–150 marketplace vendor partners, increasing partner revenue and strengthening partner relationships.
- Designed and delivered field-ready GTM programs and enablement processes with Sales, Product, and vendor partner teams, scaling repeatable partner marketing plays across a fast-growing marketplace ecosystem.
- Served as primary marketing liaison between marketplace vendor partners and internal stakeholders, aligning partner GTM execution with quarterly revenue and partner-growth priorities.
- Guided and supported marketing staff executing vendor program strategy and partner campaign delivery.

### Global Alliance Marketing Manager

Mar 2021 – Sep 2023

*SUSE | Pleasant Grove, UT*

- Grew joint go-to-market and field marketing programs with top-tier strategic alliance and IHV partners, including HPE, Intel, Dell Technologies, IBM, and Lenovo, driving co-branded demand generation and pipeline growth.
- Owned and managed a global Market Development Funds (MDF) program in excess of \$5M annually, allocating spend across field events, ABM campaigns, and partner-led activations, with results reported directly to executive leadership.
- Designed and deployed Account-Based Marketing (ABM) plays with Sales to deliver tailored, high-touch engagement for strategic global alliance accounts.

- Planned and executed partner-facing trade shows and field events end to end, from budget and logistics through lead capture and post-event follow-up.
- Directly led and coached marketing team members on alliance campaign execution, and served as primary marketing liaison between global alliance partners and internal Sales/Channel leadership.

### **Senior Manager, Distribution Sales**

*Oct 2014 - Feb 2021*

*StorageCraft Technology Corporation | Draper, UT*

- Defined and executed go-to-market strategy across a two-tier distribution channel, owning partner recruitment, enablement, and revenue targets for the distribution business.
- Led the company's shift to cloud-based sales strategies, opening new recurring-revenue markets and expanding the addressable partner base.
- Built and maintained strategic relationships with leading distribution partners including Synnex, Tech Data, and Climb Channel Solutions, serving as trusted point of contact for program and MDF execution.
- Designed and rolled out partner and field marketing programs that grew distribution revenue 30% year-over-year, tracking performance and ROI with team-built KPI frameworks and dashboards.

### **Channel Marketing Manager**

*Feb 2011 - Oct 2014*

*StorageCraft Technology Corporation | Draper, UT*

- Built and launched a new channel partner program from the ground up, including partner enablement documentation, MDF allocation, and co-marketing guidelines, which drove a 50% increase in active partner base.
- Led partner advisory boards that captured partner deal insights and fed recommendations directly into product roadmap and go-to-market planning.
- Built partner enablement content and sales/marketing training materials, and presented regularly at partner-facing trade shows, channel events, and association meetings to drive awareness and pipeline.

### **Information Projects Manager**

*Oct 2006 - Feb 2011*

*Utah Technology Council | Salt Lake City, UT*

- Oversaw development and delivery of a new organizational website, increasing web traffic by 105%.
- Launched new member-facing programs that created new recurring revenue streams.

## **EARLIER CAREER**

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Director of Communications, Frontiers of Freedom Institute and Foundation, Fairfax, VA (2004–2006) • Managing Editor, OpinionEditorials.com, Fairfax, VA (2004–2006) • Sales Representative, MyFamily.com / Ancestry.com, Provo, UT (2004)

## **EDUCATION**

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Juris Master, Law and Economics — George Mason University, Arlington, VA

B.S., International Studies / Law and Diplomacy — Brigham Young University, Provo, UT

## **LEADERSHIP & VOLUNTEER EXPERIENCE**

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Lead Guitarist, Monkey Friday and Chloe Mae Band (2023–Present)

Executive Council, CompTIA Cloud Community (2015–2017)