

Lora Lee Zaky

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Global Sales and Partner Enablement

SUMMARY

Passionate and dynamic technology services and support leader with both global and regional management experience leading sales enablement and marketing organizations that accelerate growth, improve operational performance, and achieve transformational change. Thrives when operating in a fast-paced and high-performance environment with cross functional teams that are customer focused and results-driven. A proven sales and customer focused champion, with 15+ years developing and executing sales and partner programs, communications, training, tools, and events that enable the salesforce and channel partners to be more efficient and deliver on their financial targets. Demonstrates a unique balance between strategic thinking and tactical execution, leading global and remote enablement teams at Hewlett Packard for 12+ years with responsibility for 8 to 45 Fulltime Employees. Proven ability to collaborate and secure alignment with cross functional stakeholders around a shared vision, GTM strategy and mission to deliver best-in-class solutions that dramatically accelerate sales performance across all customer facing revenue and operational roles.

SKILLS

- Enablement Leadership and Expertise
- Relationship Building and Collaboration
- Inspirational Performance Development
- Global Remote Management
- GTM Strategies, Segment Field Readiness Plans
- Executive Communication and Influencing

PROFESSIONAL EXPERIENCE

VIEWPOINT RESEARCH Los Gatos, CA

Senior Consultant

2019 - Present

- **Consult with market leading IT Enterprise Clients** seeking insight on their market positioning, GTM challenges and strategic sales initiatives. Operating under tight deadlines, manage project end-to-end starting with situation assessment and issue identification, then form hypothesis and recommend solutions to improve Clients' performance results.

HEWLETT PACKARD (Personal Systems: Desktops and Printers) Palo Alto, CA

Global Services Sales Enablement Manager

2016 - 2018

- **Spearheaded global development** of sales enablement initiatives and events that optimized sales productivity and effectiveness achieving 12% growth reaching \$1B in revenue for HP's Worldwide PC and Print Services Business.
- **Designed, planned, and hosted** Global Executive Sales Forum with 485 Attendees in

Portugal (2017) and Italy (2018) receiving highest annual ratings (4.7/5) from participants and Worldwide Leadership Team.

- **Introduced DaaS to HP's Services Salesforce** providing the field with insights on the sales process and the **consumption model** benefits for Enterprise Customers.
- **In support of HP's Sales Transformation** from transactional to solution selling, led the Global Services Sales Enablement Team to align with all seven of the PC and Printer Hardware Business Units in order to **establish the first cross organizational Services led Solution Sales Readiness Networks** that provided support for both direct and indirect (Channel Partner Led) Sales. Aligned on priorities and investment opportunities for Solutions: Messaging, Communications, Training, NPIs and Events. Achieved seventy percent integration for all of the Global Services Solution Sales Enablement Deliverables.

HEWLETT PACKARD ENTERPRISE (Data Center), Palo Alto, CA

Global Channel Services Sales Manager

2014 - 2016

- Proposed, developed and deployed HP Enterprise's **first Web Service for B2B integration** with HP's largest and most strategic Channel Partners enabling real-time quoting improving sales velocity by 5x versus prior multi-step approach.
- The "Web Service Advisor Application" was developed by our cross functional worldwide team immediately reflects HP's new service introductions (NSIs) and price changes in a Channel Partner's ecommerce web shops and quoting environments which ensured quoting accuracy and enabled new opportunities for services attach.
- Strategic and targeted Distributors improved HP's Services Attach Rates by 30% within first six months.

HEWLETT PACKARD (Data Center and Personal Systems), Palo Alto, CA

Global Services Functional Marketing Manager

2008 - 2014

- Achieved Worldwide and Region alignment on growth priorities and sales enablement plans with functional responsibility for **coaching and providing guidance to an outbound team of 40 marketing professionals and 3 first level Managers.**
- Optimized Marketing Cost Envelope by developing and deploying "one place work" marketing initiatives improving services attach rates and install base growth acceleration reaching a \$4.8B Commercial Services Business for HP

Americas Services Marketing Director

2006 - 2008

- Effectively **managed high-functioning team of 21 marketing enablement professionals**, developing growth strategies and deploying portfolio programs to increase demand generation and install base revenue expansion with Services 360 PRO.

ENTERPRISE SALES EXPERIENCE

Five Years of Quota Carrying Enterprise Sales: Completed **IBM Sales Training with Honors:** IBM Marketing Excellence Award, 4 Years Quota Carrying Enterprise Sales

EDUCATION

Master of Business Administration: MBA University of Santa Clara, Santa Clara, CA

Bachelor of Arts: Economics, BA University of California, Berkeley, Berkeley, CA