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Top Skills

Cloud Computing
Channel Partners
Sales Enablement

Certifications

VMware Sales Professional (VSP) -
VMware Cloud on AWS

AWS Business Professional

Salesforce Certified Platform App
Builder Certification

Software Security Foundations

Salesforce Certified Administrator
(SCA)

Honors-Awards

VMware APO Commercial Player of
the Year

VMware APO MVP - Q2

VMware APO MVP - Q4

FY20 President's Club Award

FY20 Outstanding Performance
Award

David Prinster

Partner Account Manager at Salesforce
Boulder, Colorado, United States

Summary

2x Salesforce Certified. Twenty+ years developing partner ecosystems and growing sales in enterprise IT. Experience working with cloud-based start-ups and cloud-native partners. Skilled in joint business planning, partner enablement, marketing execution, and sales engagement. Passion for learning, teaching, and helping partners succeed.

Experience

Salesforce

ISV Partner Account Manager

August 2021 - Present (1 year 6 months)

Boulder, Colorado, United States

Managing high-growth ISV partners in the Salesforce ecosystem.

VMware

7 years 7 months

Cloud Channel Business Development

January 2019 - Present (4 years 1 month)

Greater Denver Area

Developing our channel ecosystem around the VMware Cloud on AWS solution.

Partner Business Manager

July 2015 - December 2018 (3 years 6 months)

Greater Denver Area

Managed our partner business in the Rocky Mountain region.

University of Colorado

Adjunct Teacher

January 2015 - Present (8 years 1 month)

Boulder, CO

Teaching a new course at CU on Sales and Marketing Technologies.

BusinessFusion

Business Advisor

October 2013 - Present (9 years 4 months)

Boulder, CO

Strategic advisor and marketing consultant for a leading Software as a Service (SaaS) billing provider to the Satellite Communications industry.

Multiple Startups

CLOUD START-UPS

May 2013 - July 2015 (2 years 3 months)

Boulder, CO

Recruited by several cloud-based startups for business development and marketing leadership.

VMware

7 years

Alliance Marketing Director

2010 - 2013 (3 years)

Broomfield, Colorado

Led VMware's marketing with key global alliances including HP, IBM, Cisco, Intel, and Hitachi Data Systems.

National Channel Account Manager

2008 - 2010 (2 years)

Greater Denver Area

Managed VMWare's largest distribution partner account during the company's formative channel growth period.

Strategic Alliances Manager

2006 - 2008 (2 years)

Greater Denver Area

Responsible for developing a new strategic alliance with HP StorageWorks.

Hewlett Packard Enterprise

4 years

Senior Manager - Americas Field Marketing

2004 - 2006 (2 years)

Colorado Springs, Colorado

Led a team of marketing specialists responsible for marketing strategy and execution to support our direct sales teams and channel partners in the

America's region. Responsible for product launches, sales enablement, events, promotions, and communications.

Senior Manager - Global Marketing Communications

2002 - 2004 (2 years)

Colorado Springs, Colorado Area

Led the post-Compaq-HP merger branding and messaging team. Responsible for working with the Executive Team to develop our new strategic framework and messaging and launching that strategy to the marketplace. Managed and supported product launches, corporate communications, industry events, and branding governance.

Compaq

Manager - Global Storage Alliances

2000 - 2002 (2 years)

Colorado Springs, Colorado Area

Led our Strategic Alliances Team responsible for account management, solution co-development, technical certifications, sales enablement, and communications to regional sales and channel partners.

Education

London Business School

MBA, Marketing & Entrepreneurship

Trailhead by Salesforce

2X Ranger

Santa Clara University

Bachelor of Science in Commerce (BSc), DOUBLE MAJOR - Finance & Information Systems