

TOM HALLE

Building & Evangelizing High-Growth Strategic Alliances

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My effectiveness is built on a **profound ability to penetrate large organizations**, secure rule-breaking support, drive continuous forward movement irrespective of the partner's degree of investment, and **quickly achieve aggressive results** for both sides. Frequently, partners then point to these alliances as the model for others to follow.

In alliances with **IBM, Microsoft, Nokia, Motorola, VMware, BMC, Unisys, EDS, CSC, Siebel, Check Point, Symantec**, and others, I have delivered a wealth of new products and customer value, broken into new geographies and vertical markets, shut out competitors, and **facilitated hundreds of millions of dollars in new revenue**.

2010	2000	1993	1990	1985	1982
Alliances/Business Development Exec <i>Global Technology Market Leaders</i>	Strategic Business & IT Consultant <i>Tech Startups & Corporate Clients</i>	Client Services Director <i>Financial Software Startup</i>	IT Director <i>Large Law Firm</i>	IT Analyst/Programmer <i>Gov't & Industry</i>	

EXPERIENCE

ALLIANCE ADVISOR

CONSORTIUM OF ALLIANCE SERVICE PROVIDERS, *San Diego, CA* *Q1, 2009 - present*

- Alliance Execution Services – for clients such as **Hitachi ID Systems** in their alliance with **BMC** (serving under contract as **Vice President, Channels & Alliances** for Hitachi ID).
- Alliance Launch Services – for clients such as **Pervasive Software** in their alliance with **Digital River**.
- Executive Advisory Services – for clients such as **DeepVoxel, TruSM, and VietSoftware**.

DIRECTOR, BUSINESS DEVELOPMENT

TRIPWIRE, INC., *Portland, OR* *Q2, 2006 – Q1, 2009*

- Drove strategic alliances with global ISVs and SIs including **VMware, BMC, and BearingPoint**, for this Gartner-ranked leader in IT configuration audit & control solutions.
- Aligned with VMware to deliver the single most effective positioning and market penetration program in the history of the company, engaging **60,000 ESX/VDC-OS/vCloud customers** within the first 100 days.
- Achieved the largest and fastest ramp in the history of the BMC TAP program, achieving **\$2M in revenue and \$5M in pipeline** within the first year.

SENIOR DIRECTOR, STRATEGIC & TECHNOLOGY ALLIANCES

AVENTAIL CORPORATION (*now SonicWall*), *Seattle, WA* *Q4, 2004 – Q2, 2006*

- Owned all worldwide strategic alliance programs and partners, including **IBM, Motorola, GE Healthcare, Accenture, Akamai**, and 6 others, and all technology alliance programs and partners, including **Microsoft, RSA, VeriSign, Symantec**, and 19 others for this Gartner-ranked leader in secure remote data access solutions.
- Created partner programs, drove joint solutions and joint GTM campaigns, channel bundles, and cross-partner sales & technical engagements for **appliance-based and hosted VPN products (2,000,000 seats managed)**.

DIRECTOR, STRATEGIC ALLIANCES

NOKIA ENTERPRISE (*now Check Point*), *Mountain View, CA + Helsinki, Finland* *Q3, 2002 – Q3, 2004*

- Owned worldwide **Check Point** Firewall & VPN alliance, negotiating contracts, roadmaps, sales, and channel penetration, achieving **60% of Check Point business & 28% market share** against segment leader Cisco.
- Achieved record-breaking **35% y/y growth** and **\$500M in joint revenues** with Check Point, managing technical, QA, support, GTM, and competitive portfolio issues related to this **custom port to the IPSO OS**.

ALLIANCES GROUP BUSINESS MANAGER

SIEBEL SYSTEMS (*now Oracle*), *San Mateo, CA* *Q1, 2001 – Q3, 2002*

- Owned worldwide alliances with **EDS, Unisys, CSC, AMS, Anderson**, and 6 others, delivering **\$63M in revenues, \$5.3M in partner-funded marketing**, and 630 additional trained consultants in the first year.
- Built EDS partnership from **zero to \$9M in 180 days**, taking resources and revenue from the EDS SAP practice.

STRATEGIC BUSINESS CONSULTANT**PANALIGN PARTNERS**, *Sand Hill Road, Menlo Park, CA*

1997 – 2000

- Founded 7-person management consultancy serving professional services and venture-backed technology firms.
- Client companies led by current and former executives of **Apple, Cisco, CitiGroup, Deloitte, Gartner, Motorola, Oracle, PwC, Schwab, US Bancorp Piper Jaffray, Visa International, Wells Fargo**, and others.

STRATEGIC BUSINESS AND IT CONSULTANT**HALLE & ASSOCIATES**, *New York, NY and San Francisco, CA*

1993 – 1997

Consultant to corporate, technology, and professional services companies. Typical projects included:

- For a global field service software company, drafted a winning proposal for a telecommunications software and consulting contract for the Government of the Netherlands, valued at an initial **\$4.5M plus residual services**.
- For a large law firm, identified financial process improvements that increased net profits by **26% or \$4.2M**.

CLIENT SERVICES DIRECTOR; INTERIM CFO**PRECEDENT TECHNOLOGIES** (*now ASA International*), *New York, NY*

1990 – 1993

- Launched and managed the professional services function, supporting client systems processing **\$1.2B annually**.

IT DIRECTOR; INTERIM CONTROLLER**CLARK, LADNER, FORTENBAUGH & YOUNG**, *Philadelphia, PA*

1985 – 1990

- Selected and managed all IT infrastructure, front- and back-office applications, communications, and security systems, and led a team of six for this **220-employee law firm**.

SYSTEMS ANALYST AND PROGRAMMER**INDEPENDENT CONTRACTOR**, *Philadelphia, PA*

1982 – 1985

- Developed solutions for the **FBI, Temple University, DuPont, the Delaware State Police**, and others.

EDUCATION**DOCTORAL PROGRAM IN ECONOMICS****TEMPLE UNIVERSITY**, *Philadelphia, PA*

- Full merit scholarship, Fox School of Business & Management; **Research assistant to the Dept Chairman**.
- Dissertation program incomplete.

BACHELOR OF BUSINESS ADMINISTRATION, Distinguished Honors**ARCADIA UNIVERSITY**, *Glenside, PA*

- Ranked among the **top 20 Northern Universities** – U.S. News & World Report.
- Minors in Economics and Computer Science; 2nd degree in Fine Arts; Post-baccalaureate certificate in Comp Sci.

SELECTED SPEAKING AND TEACHING

- *Panelist*, IBF Corporate Venturing Conference (2010) - "Managing the Internal/External Innovation Roadmap".
- *Panelist*, Washington State Technology Summit (2006) - "Software Partnerships & Collaboration".
- *Panelist*, Software Development Forum/ANZA Technology Conference (2003) - "Strategic Partnering".
- *Panel Moderator*, Ass'n of Strategic Alliance Prof'ls (2003) - "Developing & Executing Alliance Strategies".
- *Instructor*, Siebel Systems Partnered Sales Training (2001-02) – "Sales Leverage through Strategic Alliances"
Siebel Alliance Program ranked as #1 hardware/software industry partnering program (Forbes, 5/01).

NOTEWORTHY

- Awarded the Association of Strategic Alliance Professionals CA-AM certification 6/08; CSAP certification 3/09.
- Lived in seven countries before age 12, attending schools in the native language of each country.
- Member, MENSA.