**Jay C. Leon**

Seattle, WA Revenue growth through sales, marketing or partner programs

Biography

**Expertise**

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| Sales   * Sales strategy |
| * Sales operations |
| * Team building |
| * Sales analytics |
| Marketing |
| * Marketing strategy |
| * Account based marketing |
| * Marketing data integration |
| * Lead generation |
| Channel Partner   * Partner marketing strategy |
| * PRM systems and analysis |
| * Alliances and BizDev |
| * Multi-channel operations |
| Community and Interests  Passionate about improving education, Jay has twice been elected president of Emerald City Rotary Club; working to achieve the mission: dedicated to the future of our community by serving the educational needs of young people.  Jay has been racing small sailboats since he learned to sail in Manila, Philippines at the age of 8 and lives on a boat in Seattle, WA.  Education  University of Washington, BA, Speech Communication  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Contact Jay C. Leon  (206) 909-4800  [jaycleon@gmail.com](mailto:jaycleon@gmail.com)  [www.jaycleon.com](http://www.jaycleon.com)  [www.newtraderoutes.com](http://www.newtraderoutes.com)  [www.linkedin.com/in/jayleon/](http://www.linkedin.com/in/jayleon/) |

As a leader, advisor, individual contributor, and consultant, Jay Leon has propelled dozens of technology companies to exceed revenue goals. Most recently, at Microsoft and TimeXtender, he lead teams that rapidly expanded channel partner enrolment, and delivered sales results.

Jay was also the founder and CEO of CSG Channels, an outsource provider of sales and marketing services to tech companies. For 17 years he lead teams that invented and deployed sales and marketing programs that delivered ROI (return on invoice). Third party providers of sales and marketing services have to deliver measureable value every month.

While growing CSG to over $10 million in revenue, Jay completed several acquisitions and expanded operations to India and the Philippines. He also built and operated the industry leading partner relationship management saas system, Blueroads, with over 30,000 users in 17 languages. CSG was sold to a group of employees in 2013.

Experience

TimeXtender | Global Partner Marketing Lead | 2019 – 2022

Enterprise data warehouse automation software, Bellevue, WA

Built TimeXtender’s worldwide partner program and it’s 100% through partner go to market strategy. Designed and implemented partner recruitment, partner enablement, and lead generation engines and delivered predictable revenue growth. TimeXtender was acquired by the private equity firm Monterro in 2022.

Microsoft | Business Development Lead | 2016 – 2019

Contract position through Prime 8 Consulting, Bellevue, WA

Grew the Azure Networking / ExpressRoute partner program and team and signed over 250 partnerships with worldwide providers including Comcast, AT&T, CenturyLink, Deutche Telekom, Bell Canada, Reliance Global, Zayo Group, and others. Exceeded sales goals by 50% by removing friction inducing barriers and deploying repeatable strategies for sales teams in the US, Europe, and Asia.

New Trade Routes | Consultant | 2013 - 2016

Raised capital and created the team that built five apartment buildings with over 400 units in Seattle, WA.

CSG Channels

| Founder and CEO | 1996 – 2013

Outsourced sales and marketing for tech companies, Redmond, WA

Founded, built, and operated the leading outsourced sales and marketing provider to Microsoft, Dell, Intel, HP, Avaya and others. With over 100 salespeople, 10 software developers, and 15 project managers, CSG delivered immediate value to by innovating with people, process and technology.

* Awarded Best Place to Work four times
* Achieved multiple years of 50% + revenue growth (CAGR of 24%)
* Grew from start up to over $10 million in annual revenue
* Delivered combined sales quota of over $100 million (for clients)