Givonn Jones

CHANNEL & STRATEGIC PARTNERSHIPS EXECUTIVE

Florida, USA | 904.613.1433 | givonnjones@gmail.com | linkedin.com/in/givonnjones

EXECUTIVE SUMMARY

Channel and partnerships leader with 15+ years building cybersecurity and SaaS partner revenue through distributors, MSPs, MSSPs, and technology alliances. Founded SiteLock's SECURE global partner program, growing it from inception to 75+ partners across the U.S., LATAM, and EMEA and generating $25M+ in partner-sourced revenue. Expertise in partner program design, tiering and incentives, partner economics, and co-selling, with a record of improving partner activation, win rates, and time-to-revenue.

SELECTED CHANNEL IMPACT

- **Program builder and owner:** Founded SiteLock's SECURE global program in April 2011 and grew it to 75+ partners in 18 months, generating $25M+ in cumulative partner-sourced revenue.
- **Recurring security services:** Enabled 40+ MSSPs annually to launch Kaseya MDR offerings under the Connected UTP, cutting time-to-market from 12 to 6 weeks. As lead contributor, packaged Datto RMM, MDR, SaaS Protection, and RocketCyber into a single SKU so every MSSP deal included MDR. Each annual cohort generated $400K+ in MDR ARR.
- **Distribution:** Generated $3M+ in partner-sourced pipeline in three quarters at AvePoint through Pax8, TD SYNNEX, Ingram Micro, and TDS partners, managing channel conflict through deal registration and weekly pipeline inspections.
- **Partner-led growth:** Owned U.S. channel for DropSuite: 23+ partners, $6M+ pipeline, $4.5M closed ARR.

CORE EXPERTISE

Global Channel Development | Distributor & Reseller Partnerships | MSP/MSSP Programs | Strategic Alliances | Partner Tiering & Incentives | Service Packaging, Pricing & Margins | Partner Recruitment & Enablement | Microsoft Co-Sell & Marketplace | Deal Registration | Pipeline Attribution & Forecasting

SELECTED PROFESSIONAL EXPERIENCE

AvePoint | Senior Partner Development Manager | June 2025 - May 2026

- Generated $3M+ in partner-sourced pipeline in three quarters through joint go-to-market plans with Pax8, TD SYNNEX, and Ingram Micro, co-selling with Microsoft CSP, Modern Work, and Security sales teams across Microsoft 365 data protection, security posture, and AI governance.
- Directed partner development for 20+ MSP and strategic accounts across the Eastern U.S. ($5M total pipeline / $1.2M ARR across the portfolio). Cut average sales cycle from 130 to under 75 days and raised partner win rates from 20% to 50% (+30 points) through an activation framework and POC protocol.
- Designed partner segmentation, tiering, and incentive programs for Microsoft CSP and AWS APN across the MSP portfolio, in collaboration with Sales, Product, Engineering, and Marketing.
- Coordinated Microsoft co-sell and marketplace opportunities (11 co-sell deals / $540K co-sell-influenced pipeline), aligning partner sales plays, Better Together account planning, and technical resources across Sales, Marketing, and Customer Success.
- Led joint account plans, quarterly business reviews, and weekly forecasts; managed deal registration, weekly pipeline inspections, and pipeline attribution (sourced vs. influenced) across partner opportunities.
- Key partnerships: CDW, SHI, Optiv, US Claro, GuidePoint Security, 1Path (RedHelm), Netrio.

Kaseya | Partner Account Executive, CyberSecurity | Mar 2021 - Mar 2025

- Activated 40+ MSSPs annually to launch recurring MDR services through service packaging, sales and technical enablement, and joint GTM, including the Datto RMM + MDR + SaaS Protection + RocketCyber single-SKU bundle (lead contributor), shortening time-to-market by 6 weeks (from 12 to 6 weeks). Each annual cohort generated $400K+ in MDR ARR.
- Developed service packaging and commercial models for Microsoft and Google MSP partners, with KaseyaONE-based offerings achieving 30%+ service margins.
- Recruited and activated 70+ net-new MSP partners annually across the Southeast U.S., generating $650K+ ARR against a $600K quota (108% attainment).
- Raised partner certification adoption on Risk Management specializations from 12% to 48% (+36 points); built ServiceNow and TeamLogicIT alliances that onboarded 15 new partners and lifted partner-sourced pipeline 20%+.

SiteLock | Channel Account Manager, Expansion | Jan 2020 - Mar 2021

- Led a four-person team to $2.6M in new ARR against a $3M target, at a $315K average enterprise deal size, while managing global channel expansion and enterprise partnerships.
- Expanded distribution relationships with Ingram Micro and TD SYNNEX, and enterprise strategic partnerships with Entrust, Sectigo, and OneTrust, increasing access for the Direct sales team.
- Tripled average enterprise deal size (ACV) from $105K to $315K (+200%) and achieved 70%+ channel product pull-through of Patchman by implementing an AWS and Microsoft co-sell motion aligning sales, marketing, and commercial execution.
- Owned pipeline attribution, forecasting, and deal governance across all enterprise opportunities.

DropSuite | Director of Business Development | Sep 2015 - Dec 2016

- Built and owned a portfolio of 23+ strategic partners, generating $6M+ in pipeline and $4.5M in closed ARR, and expanded U.S. channel coverage through a standardization framework for cloud data protection.
- Drove acquisition of 105K+ users in under 90 days through partner-led go-to-market campaigns with GoDaddy, 1&1 (IONOS), LiquidWeb, and Web.com (Newfold Digital).
- Grew partner-driven closed ARR from $1.4M to $4.5M (+220%) through service packaging, onboarding, activation, and sales enablement.

SiteLock | Founding Global Channel Sales Manager | Feb 2011 - Sep 2015

- Founded and scaled SECURE, a global cybersecurity partner program, from inception in April 2011 to 75+ partners across the U.S., LATAM, and EMEA in 18 months, generating $25M+ in cumulative partner-sourced revenue.
- Established strategic partnerships with Amazon (AWS), GoDaddy, Rackspace, Telefonica, America Movil, and Cloudflare that accelerated platform adoption to 3M+ users in under 18 months.
- Designed and executed partner and VAR recruitment, onboarding, enablement, field training, and co-selling processes to support sustained revenue beyond the initial sale.

REVENUE PLATFORMS & PARTNER SYSTEMS

Salesforce | HubSpot | Apollo.io | ZoomInfo | Impartner | Microsoft Partner Center | Microsoft Dynamics | Power BI | PartnerStack | Seismic | LinkedIn Sales Navigator
AI-enabled sales workflows: Microsoft Copilot and ChatGPT for account and partner research, personalized outreach, mutual account planning, quarterly business review preparation, partner- and customer-facing marketing, and sales workflow automation.

EDUCATION

Master of Accounting & Financial Management | Keller Graduate School of Management
Bachelor of Business Administration, Finance | Augusta University