

June Manley

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CORE STRENGTHS

- Strategic Growth Initiatives
- GTM Strategy & Execution
- Partner Ecosystem Strategy
- Partner & Alliance Strategy
- AI Strategy & Enterprise Adoption
- Revenue Growth & Scaling
- GTM Operating Model Design
- Revenue Operations & Pipeline Architecture
- Field Productivity & Readiness
- AI Thought Leadership
- Organizational Transformation
- Executive Leadership & Team Design

OVERVIEW

Technology executive with 25+ years building go-to-market engines that drive measurable revenue across enterprise SaaS, cloud, data, AI, and cybersecurity markets. I own strategic growth initiatives: I find where growth is constrained across the GTM engine, then lead the highest impact fixes from strategy through execution, working cross-functionally for CEOs, CROs, and CMOs. Proven architect of scalable revenue infrastructure, specialized in capitalizing on artificial intelligence and machine learning to optimize field productivity, accelerate partner ecosystems, and align GTM strategy with rigorous revenue execution. My leadership challenges the status quo, blending strategic foresight with operational rigor to accelerate adoption, revenue, and market presence. A builder at heart, I design scalable GTM systems, cross-functional teams, and field readiness programs that outlast any single engagement. Committed to building high-performing teams, I foster a culture of innovation, critical thinking, and accountability, driving lasting impact across the business.

PROFESSIONAL EXPERIENCE

CONSULTANT | FRACTIONAL CHIEF MARKETING & GTM OFFICER

JAN 2023 - PRESENT

Embedded executive leading Strategic Growth Initiatives for CEOs, CROs, and CMOs at enterprise technology companies, and advising on enterprise AI strategy, GTM investment, and the controls required to scale adoption.

- Led the CRO's 10-initiative Strategic Growth Initiatives program at a global data infrastructure company, with a top-tier strategy consulting firm, spanning GTM design, sales plays, account planning, pipeline, deal room, pricing, and renewals.
- Managed a portfolio of six strategic GSI, OEM, and alliance partners for a digital workspace software company, and led agentic AI initiatives to accelerate partner ecosystem growth and AI model adoption.
- Surfaced $30M+ in previously unidentified pipeline and stood up a deal room covering five strategic deals worth about $25M.
- Launched rep-ready sales plays across 400+ accounts and $300M+ in addressable market, raising rep participation from under 10% to 80%+.
- Redesigned GTM coverage around market opportunity, with financial services and healthcare vertical carve-outs and dedicated hunter roles, covering $2.7B in additional addressable market with the same headcount.
- Launched a churn control plan prioritizing target and high-risk accounts and delivered a $17M renewals run-rate uplift through renewal plays and a 10% pricing uplift, helping return the Americas to growth.
- Led global GTM enablement for 3,500+ field professionals across 17 role types at a ~$3B cybersecurity company, reporting to the Head of Strategic Initiatives under the CRO and presenting progress to the CEO and Board.
- Built an operating model linking training completion to field adoption, and field adoption to win rate, on a shared dashboard for GTM leadership.
- Led enablement and change management for the shift from product-led to customer-segment-led GTM, including role architecture, a critical skills matrix, role readiness assessments, and a tiered rollout sequenced to protect Q4 close.
- Designed a persona-based SKO with five role tracks for Sellers, Sales Leaders, Technical, Channel, and Customer Success and Renewals, with role KPIs for pipeline coverage, win rate, GRR, and NRR.
- Ran six global programs in parallel: corporate story certification for 100% of the field, platform architecture enablement, account planning adoption, AI security acquisition integration, a global top achievers recognition program, and consolidation of 20+ field sites into one enablement hub.

DOMAIN EXPERTISE

- Enterprise AI & Intelligent Automation
- AI Strategy & Governance
- Cybersecurity & AI Security
- Enterprise SaaS & Cloud
- Data, Analytics & AI
- Cloud Migration & Modernization
- Big Data & Observability
- Technology, OEM & GSI Alliances
- Partner & Ecosystem Strategy
- GTM Transformation
- Revenue Operations
- Field Enablement & Adoption
- Product & Market Strategy

APPROACH

Strategy without execution is theory. For more than 25 years, I have turned bold ideas into measurable business outcomes by closing the gap between strategic intent and operational execution.

SPLUNK, CA
GLOBAL HEAD AI SECURITY CLOUD INITIATIVES PARTNER STRATEGY
JAN 2021 - JAN 2023

- Created Power of 3, bringing AWS, Accenture, and Splunk together on one opportunity, and built it into a repeatable co-sell motion that shaped the agreement structure behind the Accenture Splunk Business Group.
- Built the cloud partner ecosystem strategy, with five packaged solution plays spanning cloud migration, DevSecOps, and application and infrastructure modernization.
- Co-developed as-a-Service solutions with 10 technology partners and launched a global MSP initiative with Wipro, Capgemini, HCL, Atos, DXC, and NTT.
- Drove a 60% partner-sourced pipeline contribution across all routes to market and accelerated customer cloud migration adoption by 40%.

METRICSTREAM, CA
SENIOR VICE PRESIDENT, MARKETING
JAN 2020 - JAN 2021

Led the global marketing team, crafting a GTM strategy that emphasized competitive differentiation and strengthened the organization's talent and process execution.

- Redesigned the marketing function's talent model and process infrastructure to improve execution velocity and revenue alignment.
- Built end-to-end demand generation that delivered 200% growth in MQL to pipeline conversion and a 30% increase in marketing-sourced pipeline.

DATA INTENSITY, MA
CHIEF MARKETING OFFICER
DEC 2017 - DEC 2019

Oversaw marketing modernization spanning corporate branding, product marketing, and demand generation for a high-growth managed cloud services company.

- Built the company's first integrated demand engine, with an SDR function, lead stages and handoff SLAs, real-time revenue dashboards, and an interactive sales playbook.
- Raised marketing's revenue contribution target from 10% to 30%, then delivered 58% of FY19 year-to-date revenue and 59% of pipeline. Marketing-contributed opportunities won at 54%, versus 46% for sales-generated.
- Launched Campaign-as-a-Service with Oracle: five co-funded campaigns, each packaged as a sales play with playbook, battlecard, and training.
- Launched an Oracle-funded ABM program across 200 Global 2000 accounts, aligning Oracle and Data Intensity field teams.

PHALA DATA, CA
CEO & FOUNDER
JAN 2014 - JUL 2017

- Founded a predictive GTM analytics SaaS company and took it from concept to enterprise customers.
- Architected the MiRi Analytic Platform, revenue intelligence built before the category existed: it read existing marketing automation, CRM, and ERP systems, with no rip and replace, and gave the CEO, CMO, and GMs one revenue truth.
- Measured every GTM effort in bookings, not activity, with predictive analytics guiding where to invest.
- Proved it with early enterprise customers, including Dell Software Group, where it surfaced a hidden revenue gap between direct and indirect sales and lower win rates on marketing-influenced deals.
- Filed six U.S. patents for real-time, ML-powered performance analytics.

LEADERSHIP ATTRIBUTES

DECISIVE UNDER PRESSURE
Navigates ambiguity and market shifts by grounding decisions in data, pattern recognition, and 25+ years of hard-won experience.

FORCE MULTIPLIER
Creates environments where cross-functional teams do their best work, elevating collective output beyond what any single function could deliver alone.

OUTCOMES OVER ACTIVITY
Accountable to business results, not effort. Every initiative is tied to a measurable growth outcome.

BUILDER'S MINDSET
Designs systems, teams, and programs built to scale and repeatability, not quick fixes or one-time campaigns.

INVESTED IN OTHERS' GROWTH
Leads by developing people, because lasting impact is measured by what the team delivers long after the engagement ends.

HEWLETT PACKARD, CA
DIRECTOR, BIG DATA AND CLOUD SOLUTIONS
JUL 2010 – JAN 2014

- Led the pan-HP Big Data GTM strategy as Solution Lead across HP Software, Enterprise Group, Enterprise Services, PPS, and HP Labs, for a portfolio carrying a $6B revenue target.
- Drove HP's flagship OEM partnership with SAP, embedding SAP HANA into HP infrastructure, with co-sell execution across HP's global field and top-tier GSI partners.
- Built joint GTM with SAP, Microsoft, VMware, Intel, Cloudera, Hortonworks, and MapR, plus field readiness programs, and helped launch HP's Cloud GTM strategy.

COMMVAULT SYSTEMS, CA
DIRECTOR, DATA MANAGEMENT PRODUCT MARKETING
APR 2007 – JUL 2010
Built a high-performing Product Marketing team from scratch and developed and oversaw worldwide GTM execution for CommVault's highest software revenue-generating Data Management solutions.

- Achieved 30%+ YoY revenue growth for three consecutive years and accelerated the company to reach the $1B revenue milestone.

ZANTAZ, CA
DIRECTOR, BUSINESS DEVELOPMENT
APR 2006 – APR 2007
Engineered business development strategies that drove significant revenue, leading joint product integrations and co-development ventures with key technology alliance partners.

- Cultivated executive stakeholder relationships and co-funded GTM initiatives, securing robust business and product investments.

NETAPP, CA
SENIOR MANAGER, ALLIANCES, PRODUCT & SOLUTIONS MKTG.
APR 2000 – APR 2006
Established a new market category to accelerate NetApp's Data Protection products and solutions, driving over $100 million in revenue within the first year of product introduction and reaching $1B in revenue within five years.

- Spearheaded NetApp's Technology and OEM Partner ecosystems, executing GTM strategy that exceeded revenue expectations.
- Cultivated executive stakeholder relationships and led first-to-market GTM initiatives, securing robust business and product investments.

EDUCATION

STANFORD GRADUATE SCHOOL OF BUSINESS
Executive Education, Stanford LEAD Professional Certificate

UNIVERSITY OF MARYLAND
Entrepreneurship Capstone with Distinction

SANTA CLARA UNIVERSITY
Silicon Valley Executive Center, Women's Corporate Board Readiness

ST. JUDE'S BUSINESS COLLEGE, INDIA
Bachelor of Arts, Business Administration & Management