

# RAY DEPENA

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## TECHNOLOGY MARKETING | PROGRAM MANAGEMENT | BUSINESS DEVELOPMENT

**Sr. Global Business Development and Program Manager, MBA, PMP**, with multifaceted leadership experience in the information technology industry. Intelligent, creative, business and solutions oriented team player. Excellent oral, written, analytical, and interpersonal communications skills.

### AREAS OF EXPERTISE

- ◆ Alliances and Partnerships
- ◆ Business Development
- ◆ Marketing Management
- ◆ Program Management
- ◆ Project Management
- ◆ Technology Marketing
- ◆ Partner Management
- ◆ Managed Services
- ◆ Solutions and Services

### PROFESSIONAL EXPERIENCE

**Cloudbender.com**, Sacramento, CA **2008 – Present**

#### **Principal Director, Consultant, Advisor and Founder**

Advisory services for Small and Medium Businesses, early-mid stage startups, entrepreneurs, and college district.

- Executive board member for National Science Foundation (NSF) Computational Thinking program.
- Founder and Editor of [Amazon.com](http://Amazon.com), [Innovation](http://Innovation.com), and [Salesforce.com](http://Salesforce.com) Cloud Computing Journals.
- Named one of the World's Most Influential Cloud Computing Bloggers in [2011](#), [2010](#), and [2009](#).

**IBM Systems and Technology Group**, Sacramento, CA **1995 – 2008**

#### **Sr. Business Development / Program Manager – Next Generation Networks** 2005 – 2008

Developed global strategy for emerging Telecom solutions with ISV, VAR, MSP, NEP, and SI channel partners for IBM System x, and BladeCenter based on Intel, AMD, and IBM semiconductor technology.

- \$513M pipeline over 3 years from zero base to 147 new client engagements resulting in 128% y/y growth in 2008 for Telecom industry vertical.
- Managed 10+ Independent Software Vendor (ISV) relationships in Telecom, Media and Entertainment.
- Executed strategic plans with partners for Xeon, Opteron, and POWER6 based rack and blade systems.
- Advised C-level executive partner management on IBM routes to market, business models, go to market strategy, offerings, programs, and channels.
- Developed partner ecosystem, managed technology solutions portfolio, led teams to develop and market end-to-end x86 and RISC based solutions.

**Sr. Global Marketing Manager / Program Manager – Industry Infrastructure** 2004 – 2005

Directed and planned execution of global, strategic, channel marketing programs. Formulated industry strategies based on analytically derived conclusions about the market, customers, and competition.

- 132% revenue increase in 1 year for solutions marketing program across 19 industries driving \$405M.
- Directed 30+ industry and product leaders consisting of Xeon (x86), Opteron (x86), and POWER (RISC) system product lines, 3 software brands, 5 Sectors (19 Industries), and 7 Strategic Growth Businesses (Linux, Deep, Autonomic and Grid Computing, Capacity on Demand, Security and Virtualization).

**Global Marketing Manager / Program Manager** – Communications Sector 2002 – 2004

Led execution of global communications sector go to market programs, co-marketing, product launches, ISV solutions, and industry offerings across 5 industries.

- \$237M systems and storage win revenue by aligning Telecom, Media, Entertainment, Energy and Utilities industry channels.
- 300% and 170% revenue increase in iSeries POWER and zSeries zIIP respectively.
- Led industry analysis, go-to-market strategies, channel enablement, briefings, tradeshow, collateral development (playbooks, guides, whitepapers, sales kits), and channel sales education and training

**Business Development Manager** – Telecommunications Industry 2000 – 2002

Managed 5 ISV alliances. Executed strategic plans with Convergys, Portal (Oracle), and eDocs (Siebel), achieving revenue and market share targets for IBM xSeries (Intel x86) and pSeries (POWER) midrange.

- 900% revenue pipeline increase from \$5M (12 clients) to \$45M+ (50+ clients) over 2 years.
- 165% revenue increase delivering \$18M in systems revenue and awarded Top Business Development Manager by IBM executive management team.

**Client Solutions Executive / Manager** – Managed Services Sales 1997 – 2000

Led cross-functional client teams comprised of business, architects, engineers, legal, and finance specialists for network outsourcing, hosting, and managed services consisting of hardware, software, and services.

- **Key Wins:** \$330M Equifax, \$24M Citibank, \$4.5M Belk Stores, \$3M NFL.com, \$2M Discover, and \$2M Northwestern Mutual for infrastructure outsourcing, network, and managed hosting services.

**IT Project Manager, PMO,** – Managed Services Operations 1995 – 1997

Delivered multiple, simultaneous, managed network and hosting infrastructure projects for Fortune 500 clients - Smith Barney (\$50M) and Sony Music (\$7M).

## EDUCATION

**MBA**, Information Systems and Marketing, 2000  
New York University, Leonard N. Stern School of Business, New York, NY

**Bachelors**, Computer Systems (CS / CIS), 1993  
City University of New York, Bernard M. Baruch School of Business, New York, NY

**Marketing Management** Principles and Skills  
Duke University Corporate Education, Raleigh, NC

**Certified Project Management Professional (PMP)**  
Project Management Institute (PMI)

**Digital Economics**  
New York University, New York, NY