

SARAH CHASELING



PROFILE

A seasoned alliance and go-to-market (GTM) leader with 20 years of experience across technology and professional services sectors. Proven track record developing alliance strategy, co-sell motions and ecosystem-led go-to-market programs that accelerate pipeline growth and strengthen competitive differentiation.

Recognised for connecting emerging technologies, strategic partnerships and business priorities to create commercially viable growth. Deep experience working with global technology partnerships to drive joint value creation, market development and executive engagement.

Combines commercial acumen, ecosystem thinking and strong stakeholder influence to align complex organisations around growth priorities, and accelerating AI adoption.

CONTACT

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SYDNEY, Australia

EDUCATION

University of NSW, Sydney
College of Fine Art (COFA)
1997 - 2003

Bachelor of Design
Major: Theatre, Festival and
Event Design

CORE COMPETENCIES

AI Strategy & Adoption

AI Transformation • AI Partner Ecosystems
Generative AI GTM • AI Capability Development

Alliance & Ecosystem Leadership

Strategic Partnerships • Co-Sell Programs
Joint Business Planning • Executive Relationship Management

Growth & Commercial Outcomes

Pipeline Generation • Marketplace Commercialisation
Revenue Acceleration • Ecosystem-Led Growth

Go-to-Market Excellence

Industry GTM Strategy • Solution Packaging
Market Expansion • Partner & Seller Enablement

ASSOCIATE DIRECTOR, HEAD OF ALLIANCE MARKETING

KPMG AUSTRALIA & SOUTH ASPAC

NOV 2023 - PRESENT

Responsible for shaping KPMG's alliance and ecosystem go-to-market strategy across eight of KPMG's largest global technology partners. Aligns strategic partners with key industry priorities and emerging technologies (e.g., AI) to drive market differentiation and sustainable growth. Leads joint market development, co-sell initiatives, and executive engagement programs that generate pipeline and deliver measurable business impact.

- **Launched new alliance growth programs** (e.g., Azure Marketplace productization; "Growth Collective" and "Digital Backpack" initiatives) to establish scalable partner go-to-market models, expanding co-sell channels and unlocking new revenue streams.
- **Forged cross-business alignment** (six divisions, 14 sectors) around a unified alliance strategy, accelerating adoption of emerging partnerships such as Anthropic and OpenAI and firm-wide GTM programs.
- **Developed region-wide alliance value propositions** and thought leadership (including KPMG's point-of-view on alliances & AI), enhancing consistency, scalability, and differentiation in co-branded market positioning across strategic partnerships.
- **Drove AI-focused ecosystem growth**, orchestrating initiatives like the AI Open House that engaged 5,000+ staff and generated 70 new innovation projects, establishing a pipeline of scalable AI solutions for clients.
- **Strengthened alliance influence and brand presence** by directing partner participation in marquee industry events (e.g., Microsoft AI Tour, Agentforce World Tour, ServiceNow World Forum, Oracle AI World), deepening executive relationships and creating growth-focused client engagement opportunities.

*I have really enjoyed working with Sarah this year. She has a very strategic mind and a very deep understanding of Alliances, activation, and GTM that she demonstrates on a daily basis. Sarah has demonstrated a high level of composure and professionalism during the big changes to Alliances across the firm this year. **March 2026, Partner in Charge, Alliances, KPMG***

*I am always surprised by the high quality standard of your work given the workload that you carry. You are a valued member of the team, your interactions and professionalism are well regarded. **March 2025, Partner in Charge, Alliances, KPMG***

Sarah is trusted by her colleagues and clients. She is knowledgeable, strategic, transparent, reliable and consistency demonstrates excellence and integrity in all her interactions. Sarah shows strong empathetic leadership skills which has been essential in bringing the internal and external teams together.

March 2024, Alliance Director, KPMG

HEAD OF PARTNER MARKETING, AU/NZ

AMAZON WEB SERVICES (AWS)

AUG 2021 - NOV 2023

Led partner go-to-market strategy across a community of 5,000+ AWS partners in ANZ, focusing on partner-originated and attached pipeline growth. Managed a team of two and implemented scalable co-marketing, partner enablement, and demand generation programs to maximize partner-led revenue and overall sales contribution.

- **Delivered rapid partner-sourced pipeline growth** – achieved +312% YoY increase (2021–22) followed by +70% (2022–23). Also drove partner-attached pipeline up +25% (2021–22) and +50% (2022–23).
- **Increased partner-driven revenue** – more than doubled (150% increase) closed revenue from partner marketing programs (2021–2023), boosting marketing's contribution to the ANZ partner business from 12% to 35%.
- **Designed and launched the Partner Prospecting Program**, a scalable pipeline engine that delivered \$70 M in partner pipeline in its first year and exceeded \$400 M by its third year.
- **Achieved significant cost savings** by implementing a local sponsorship offset model, recouping \$800 K+ in partner marketing expenses.
- **Scaled partner campaign impact** with an annual Partner Planning Pack that increased active partner marketing campaigns by 55% over two years (from 194 in 2021 to 300+ in 2023).

*Thank you so very much for the outstanding AWS Melbourne Cloud Day. You took a kernel of an idea, ideated (very creatively) and delivered a bar raising result for our launch partners. Thank you so much for your ownership and passion, and the above and beyond work to make this happen: it is so appreciated. **Aug 2023, ANZ COO, AWS***

We love having you in our team. I greatly value the unwavering customer obsession you bring to the team with your consistent bias for action and ownership, earning trust of the entire business for your rock solid partner performance.

Aug 2023, ANZ Marketing Director, AWS

AWS Leadership Award: Customer Obsession, DEC 2022

HEAD OF ALLIANCE MARKETING, APJ

COMMVAULT

APR 2018 - JUL 2021

Launched Commvault's first technology alliance go-to-market strategy across APJ, developing joint initiatives with key partners (HPE, Cisco, Hitachi, Microsoft, AWS) to accelerate growth. Established new executive relationships and built programs for joint business development both direct and through channel partners.

- **Exceeded pipeline targets** – attained 310% of first-quarter pipeline goal for the APJ launch of Metallic (joint SaaS solution with Microsoft), and achieved a +68% year-on-year alliance pipeline increase through integrated partner marketing.
- **Expanded customer base** – generated on average 80% new-logo opportunities in alliance marketing pipeline each quarter by focusing on whitespace accounts and co-selling with partners.
- **Accelerated strategic account growth** – increased enterprise pipeline by +150% in target verticals through account-based co-marketing campaigns and partner-led demand generation.
- **Built high-impact regional partnerships** – launched the AWS-Commvault partnership in APAC, including joint sales enablement, co-branded content, PR, and demand generation events to build market presence and pipeline.

CRN Women of the Channel: Global Award 2020 & 2021

Commvault APAC LEAP Awards: Category: Win as a Team, DEC 2018

CHANNEL & PARTNER MARKETING, SERVICE PROVIDER & ALLIANCE, AU/NZ

DELL TECHNOLOGIES

MAY 2012 - APR 2018

Transformed the Dell-EMC channel and alliance marketing ecosystem in ANZ, expanding partner-sourced pipeline and revenue via integrated channel programs. Established improved MDF funding models and strengthened market presence through co-branded industry engagements and partner training.

- **Optimized partner funding** – increased use of MDF by 35%, recognized as a best practice in the APJ region.
- **Maximized ROI and new customer growth** – achieved an average 15:1 ROI on joint marketing investments, with 40% of resulting pipeline from net-new customer logos.
- **Drove joint solution innovation** – launched a new Backup-as-a-Service offering with Telstra and EMC, driving a +20% increase in internal service consumption and unlocking a new revenue stream.
- **Unified post-merger partner programs** – integrated Dell and EMC go-to-market efforts, aligning stakeholders under a combined partner program that unified 12 strategic alliances and accelerated partner pipeline growth in enterprise and mid-market segments.

ARN Women in ICT Awards: Finalist: Rising Star, NOV 2016

ARN Emerging Leaders Award: Finalist: Vendor, MAY 2016

Dell Recognition Award: Category Winning Together, DEC 2015

EMC Excellence Award: Silver: Driving Change in the Channel, SEPT 2012

PARTNER MARKETING MANAGER, PARTNER CLOUD SOLUTIONS, EVENTS

MICROSOFT AUSTRALIA

NOV 2009 - MAY 2012

Managed partner sales and marketing programs to help Microsoft's top cloud partners build successful cloud businesses and drive reseller growth. Led the Australian Partner Conference and other major partner engagement initiatives to strengthen Microsoft's channel community.

- **Managed sales and marketing programs** supporting Microsoft's SaaS offering (BPOS) with the top 20 cloud partners.
- **Boosted partner satisfaction metrics** – delivered the highest-ever increase in partner satisfaction for marketing programs, with survey scores rising by +11 points (breadth partners) and +19 points (managed partners).
- **Achieved record partner engagement** – led the Australian Partner Conference to a 90.7% satisfaction rating (the highest on record, +2.5 point increase) through impactful content and seamless event execution.

Microsoft Recognition Award: Customers & Partners First, FEB 2012

Microsoft Recognition Award: Customers & Partners First, FEB 2011

Australian Direct Marketing Association (ADMA): Bronze, Category: Effectiveness, NOV 2011