SARAH CHASELING

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APAC PARTNER MARKETING & ECOSYSTEM GTM LEADER

APAC partner marketing leader with 18 years' experience building partner-led growth across enterprise technology, cloud and professional services. Develops regional strategies, operating models and joint go-to-market programs spanning hyperscale cloud providers, systems integrators, resellers and technology alliance partners. Combines strategic leadership with hands-on execution to align partnerships, sales and marketing around enterprise AI adoption and measurable commercial outcomes.

COMMERCIAL IMPACT

- Built a scalable partner prospecting engine that generated **$70M in pipeline in year one and more than $400M by year three**.
- Increased partner-sourced pipeline by **312% year on year**, followed by a further 70% increase; grew partner-attached pipeline by 25% and 50% over the same periods.
- Increased program-attributed **closed revenue by 150%**, lifting marketing's contribution to the ANZ partner business from 12% to 35%.
- Recovered more than **$800K in partner marketing costs** through a locally designed sponsorship and co-investment model.
- Delivered an average **15:1 return on joint partner marketing MDF investment**, with 40% of resulting pipeline from new customer accounts.
- Created a pipeline of **70 new AI innovation projects** through an enterprise-wide activation engaging more than 5,000 employees.

CORE CAPABILITIES

APAC Partner Marketing Strategy
Regional Planning; Market and Partner Prioritisation; Investment Strategy; Joint Value Propositions; Localisation

Partner-Led Growth
Partner-Sourced and Influenced Pipeline; Co-Sell Motions; Priority Account Activation; Propensity Modelling; Attribution

Cloud and AI Ecosystems
Hyperscale Cloud Providers; Global and Regional SIs; Resellers; Technology Alliances

Marketplace and Commercialisation
Cloud Marketplaces; Solution Packaging; Partner Enablement

Regional Operating Models
Planning and Intake; Governance; Cross-Functional Alignment; Agency Management

Commercial and Financial Management
MDF; Co-Investment; ROI Measurement

Leadership and Influence
Team Leadership; Executive Engagement; Sales Alignment; Complex Stakeholder Management

SENIOR PARTNER MARKETING MANAGER APAC
SEPT 2026 - PRESENT

SERVICENOW

Owns APAC partner marketing strategy and execution across commercial 'partner-led' sales segment. Leads partner demand generation, MDF, regional partner experiences and co-marketing programs, aligning investment with sales priorities to accelerate partner-sourced pipeline and platform adoption.

- **Designed the APAC partner-led demand operating model,** connecting campaign development, partner enablement, lead distribution, and sales alignment.
- **Repositioned MDF as a strategic growth lever,** strengthening co-marketing planning, partner accountability, and campaign prioritisation.
- **Built an APAC data-led partner intelligence and propensity model**, combining propensity modelling and attribution analysis to guide partner segmentation and account targeting.
- **Created a connected APAC partner experience strategy** across AI Summits, World Forum programs, executive engagements and regional Partner Summits.

ASSOCIATE DIRECTOR, HEAD OF ALLIANCE MARKETING
NOV 2023 - SEPT 2026

KPMG AUSTRALIA & SOUTH ASPAC

Led alliance and ecosystem go-to-market strategy across eight global technology partnerships, aligning 6 business divisions and 14 industry sectors around joint growth priorities. Built regional propositions, operating models and co-sell programs connecting emerging AI and cloud technologies with industry solutions, client opportunities and executive engagement.

- **Unified 6 divisions and 14 sectors behind one alliance growth strategy**, establishing common priorities and accelerating firm-wide activation of AI partnerships, including Anthropic and OpenAI.
- **Created a pipeline of 70 new AI innovation projects** by designing and mobilising an AI Open House that engaged more than 5,000 employees and connected technology capabilities with client needs.
- **Opened new partner commercialisation and co-sell channels** by launching scalable growth programs, including Azure Marketplace productisation, resulting in 3 transacting marketplace offers.
- **Developed regional alliance value propositions and AI thought leadership** for strategic technology partners, improving consistency and scalability of joint positioning across South ASPAC.
- **Connected partner, industry and account priorities** through executive activations at Microsoft AI Tour, Agentforce World Tour, ServiceNow World Forum and Oracle AI World, creating opportunities for joint client engagement.

HEAD OF PARTNER MARKETING, AU/NZ
AUG 2021 – NOV 2023

AMAZON WEB SERVICES (AWS)

Owned partner go-to-market strategy across an ecosystem of more than 5,000 AWS partners, spanning systems integrators, resellers, technology partners and cloud-focused partners. Led a team of two and aligned partner, sales and marketing priorities around partner-sourced and partner-attached pipeline, revenue contribution and scalable activation.

- **Increased partner-sourced pipeline by 312% year on year**, followed by a further 70% increase, while growing partner-attached pipeline by 25% and 50% over the same periods.
- **Built a scalable partner prospecting engine that generated $70M in pipeline in year one** and more than $400M by year three.
- **Increased program-attributed closed revenue by 150%**, lifting partner marketing's contribution to the ANZ partner business from 12% to 35%.
- **Connected partner campaigns to priority accounts and open sales opportunities,** aligning partner managers, account teams and marketers around joint account plans and measurable pipeline progression.
- **Recovered more than $800K in marketing costs** by designing and negotiating a local partner sponsorship and co-investment model.
- **Led and developed a two-person partner marketing team,** combining regional planning and stakeholder leadership with hands-on program execution.
- **Built repeatable campaigns and enablement programs for a 5,000+ partner community**, helping partners create demand and contribute to AWS sales outcomes.

HEAD OF ALLIANCE MARKETING, APJ
APR 2018 - JUL 2021

COMMVAULT

Established Commvault's first APJ technology-alliance go-to-market function, building the strategy, operating approach and joint programs for Microsoft, AWS, HPE, Cisco and Hitachi. Developed regional executive relationships and coordinated partner-led sales enablement, content, communications and demand generation.

- **Built the company's first APJ technology-alliance marketing strategy**, creating joint programs across hyperscale cloud providers and major technology partners.
- **Achieved 310% of the first-quarter pipeline target for the APJ launch of Metallic** with Microsoft and increased alliance pipeline by 68% year on year.
- **Generated an average 80% new-logo opportunity mix** each quarter by combining whitespace account targeting with partner co-sell.
- **Increased enterprise pipeline by 150% in priority verticals** through account-based partner marketing and joint demand generation.
- **Launched the AWS–Commvault partnership across APAC,** integrating sales enablement, co-branded content, PR and demand generation to establish regional market presence and pipeline.

CHANNEL & PARTNER MARKETING, SERVICE PROVIDER & ALLIANCE
MAY 2012 - APR 2018

DELL TECHNOLOGIES

Led integrated channel and alliance marketing across strategic technology partners, service providers and resellers, including the post-merger integration of Dell and EMC partner programs.

- **Delivered an average 15:1 return on joint marketing investment,** with 40% of resulting pipeline from new customer accounts.
- **Increased MDF utilisation by 35%,** establishing an joint business operating approach recognised as APJ best practice.
- **Launched a Backup-as-a-Service proposition with Telstra**, increasing internal service consumption by 20% and creating a new revenue stream.
- **Unified partner go-to-market activity across 12 strategic partnerships** following the Dell–EMC combination, aligning enterprise and mid-market programs under one operating model.

PARTNER MARKETING MANAGER, PARTNER CLOUD SOLUTIONS, EVENTS
NOV 2009 - MAY 2012

MICROSOFT AUSTRALIA

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 the launch of Microsoft's SaaS offering, BPOS (now Office365) 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.

EDUCATION
FEB 1997 - NOV 2003

University of New South Wales, Sydney, College of Fine Art (COFA)
Bachelor of Design
Major: Theatre, Festival and Event Design