



Tom Williams

SaaS Partnership Strategy,
Performance & Execution
Advisory Services

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...an extremely effective leader and collaborator, particularly evidenced by his ability to champion and influence collaboration

Shali Sobers,
VP Customer Success
@Splunk



Speaking Topics

SaaS Partner Strategy Foundations

Partners: what are they, what do they do, what value is created and why are they needed? Learn these answers plus how to find, vet and structure mutually beneficial partnerships.

Sales Kick-off

Goals are established, budgets are set, comp plans are handed out. What now? Start the month, quarter or year energized, excited and optimistic that this will be “your” year because you have a vision for where you’re going and a plan to get there.

Tools of the Trade

Partner professionals are constantly pushed to do more with less but often lag behind other departments IT budget and System support. Learn about leading-edge solutions that automate the most common partner use cases.

Bio

With 20+ years of SaaS experience, I see the SaaS industry through the lens of evolution fueled by innovation. My first-hand perspectives on partnership lifecycles include very granular understanding of how to lead and scale programs for consistent growth.

As seen in:



Offerings and rates

1 hour workshop

Hands-on facilitated group working session

\$ 300 - \$ 500/hr

Keynote address

Audience specific SaaS Partnership Best Practices

\$ 2,500- \$3,000/hr

Half day seminar

4 hour hands-on facilitated group working session

\$ 1200 - \$2,000

Full day seminar

6 - 8 hour hands-on facilitated group working session

\$ 3,000 - \$ 5,000