

DENISE REESE

404.358.8417

denisemreese@gmail.com

[linkedin.com/in/denise-reese](https://www.linkedin.com/in/denise-reese)

EXECUTIVE PROFILE

Global Sales & Strategic Alliances Executive with a proven track record in leadership roles generating multi-million-dollar revenue growth, driving account expansion, and developing strategic partnerships for software and professional services companies. Deep experience as a business builder leveraging account development and client relationship management skills to craft Go-to-Market (GTM) strategies and solutions that advance opportunities and maximize revenue. Demonstrated success in working collaboratively with internal stakeholders, customers, and teams, driving consistent execution and end-to-end project delivery. Forward-thinking leader with a strong executive presence, adept at cultivating rapport with C-Suite and executive teams, and expert understanding of the tools and processes to accelerate and drive growth through partners. Blends communication and problem-solving with strong decision-making and negotiation skills; thrives in results-driven fast-paced environments.

CORE COMPETENCIES

- Enterprise Sales Strategy
- Strategic Alliances
- Change Management
- Project Management
- Business Development
- P&L Management
- Account Development
- Partnership Strategy
- Go-To-Market Strategy
- Delivery Management
- Stakeholder Engagement
- Digital Transformation
- Commercial Growth
- Executive Leadership
- Consultative Sales
- Strategic Planning

SOLUTION EXPERTISE

AWS | Cloud Computing | Software as a Service (SaaS) | Platform as a Service (PaaS) | Infrastructure as a Service (IaaS)

PROFESSIONAL EXPERIENCE

Managing Director, Accenture AWS Business Group, Accenture | Atlanta, GA

Mar 2021 – Mar 2023

Led the South Market Unit, partnering with Amazon Web Services (AWS) to expand penetration of AWS cloud services within existing accounts and deliver net new sales. Teamed with AWS Sales leadership in developing the AWS-Accenture GTM strategy; oversaw 6 direct reports and partnered with Account and Delivery stakeholders in managing cross-functional resources and project execution.

- Increased South Market Unit sales 111% to \$250M by expanding the AWS footprint within current client accounts and generating 25-30 net new sales.
- Maximized the sales opportunity, supported pipeline development, and drove cohesive execution of joint sales, business planning, and go-to-market strategies in collaboration with AWS Sales and internal Accenture teams.
- Drove adoption of AWS cloud services within account base and leveraged enablement tools to accelerate clients' digital transformation.
- Evangelized the AWS partnership internally, providing insight and subject matter expertise in identifying incremental AWS opportunities, advising on sales pursuits, and designing solutions to deliver on clients' business outcomes.
- Instrumental in growing the AWS knowledge, capabilities, and expertise of internal Accenture teams by facilitating and supporting AWS platform certification and technical skill enhancement.

Senior Practice Manager, Principal Professional Services, Amazon Web Services | Atlanta, GA

Jul 2019 – Feb 2021

Recruited to build the AWS professional practice in the Southeast market, focused on driving utilization, adoption, and expansion of AWS cloud services with enterprise customers.

- Scaled Southeast professional services business to \$5M in revenue from scratch; sold \$1.5M professional services deal and developed into a strong referral and thriving client.
- Leveraged leadership and collaboration skills in teaming with Enterprise Sales Managers on processes to strengthen and progress existing customer and partner relationships.
- Accelerated the adoption of AWS within existing customers; analyzed portfolio to reveal accounts with under-utilization and developed sales strategies to embed and increase platform usage.
- Nurtured C-suite and executive-level client relationships through strategic consultation and business value discussions to uncover opportunities for new AWS projects, growth, and optimization.

- Orchestrated delivery of large-scale engagements with internal partners across the AWS ecosystem, ensuring proper hand-offs between teams and supporting clients' needs in accelerating the time to value.

Vice President, Digital Solutions, Cognizant Softvision, Inc. | Atlanta, GA

Jun 2018 – May 2019

Led \$10M account portfolio of Retail, Consumer Goods, and Financial Services clients; oversaw 13 direct reports, account sales, client support initiatives, and cross-functional global delivery teams across the US, India, and Romania.

- Generated \$700K+ in revenue by providing enhanced service and project delivery and identifying opportunities for upselling services.
- Instrumental in account expansion and client growth by facilitating a shift in staffing models from a traditional staffing delivery framework to a more holistic end-to-end, project delivery and client outcomes-based approach.

Client Principal, Thoughtworks, Inc. | Atlanta, GA

Jun 2016 – Jun 2018

Accountable for leading client management, sales, and project delivery for portfolio of existing clients; managed global delivery teams across India, Asia, and Europe. Produced \$5M+ in new revenue.

- Preserved \$6.5M in revenue and retained one of largest accounts in the region through rapport building and delivery optimization.
- Partnered with internal stakeholders to strategize client engagements and position and upsell new solutions to match customer needs.
- Leveraged local and regional professional network to build awareness of firm capabilities and expand client base.

Director, Business Development, Endava | Atlanta, GA

Jun 2014 – Jun 2016

Recruited to establish and expand the US market and drive profitability and revenue growth for existing portfolio of 10 client accounts spanning the Healthcare, Financial, Technology, Media, and Advertising sectors. Led cross-functional project teams in the US, UK, and Europe; US Global Sales and Marketing Leadership Team member.

- Produced immediate impact by delivering \$5M+ in new logo revenue and building a \$10M opportunity pipeline within ~7 months from scratch.
- Led, designed, and executed the end-to-end US Go-to-Market strategy; created customer engagement strategies and playbook, formed strategic partnerships, and participated in industry events and conferences to build presence.

Director, Business Development, Macquarium Intelligent Communications | Atlanta, GA

Jun 2012 – Jun 2014

Client-facing consulting role leading digital transformation and customer experience projects from initiation through implementation; oversaw agile development team of 20+ developers, user experience (UX), and front-end designers.

- Surpassed sales targets and drove 20% account growth and \$250K monthly billings across existing business by establishing rapport with channel partners and supporting client base with value-added account management.
- Closed 2nd international deal in company history, driving an additional \$1.2M in incremental revenue.

EARLY CAREER EXPERIENCE

Global Account Executive, Transportation, CPG & Hospitality, Wipro Technologies | Atlanta, GA & UK

Won first US deal, generating \$25M over 5 yrs.; formed GTM strategy contributing to \$100M in partner revenue in EMEA.

Senior Alliance Manager, Europe, Middle East & Africa, Wipro Technologies | Atlanta, GA & UK

Enterprise Security Sales Lead, Symantec UK Ltd. | Reading, UK

International Alliances Manager, BindView UK Ltd. | Reading, UK

Senior Account Executive, OpenNetwork Technologies | Tampa, FL

EDUCATION & CERTIFICATION

Master of Business Administration (MBA), Strategic Management, The Henley Business School | Henley-on-Thames, UK

Post Graduate Diploma, Strategic Management, The Henley Business School | Henley-on-Thames, UK

Political Science Coursework, University of SW Louisiana | Lafayette, LA

AWS Cloud Practitioner

AWS Solutions Architect Associate | In Progress

COMMUNITY LEADERSHIP

Member, Board of Directors, Girl Scouts of Greater Atlanta | Atlanta, GA | 2018 – Present

Chair, Board of Directors, The Cool Girls, Inc. | Atlanta, GA | 2012 – 2018

Leadership Atlanta, Class of 2017 | 2016 – 2017

President, Board of Directors, Women in Technology Foundation | Atlanta, GA | 2009 – 2016