

Joe Gaeta

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Sales Operations – Channel Sales – Direct Sales - Customer Success

I am an accomplished sales professional in Atlanta, Georgia with over 30 years of experience - including over 25 years of success in the information technology industry. I have extensive solution selling and channels sales experience with a track record of success.

Skills

Solution Selling - Value Proposition Selling - Consultative Selling - Relationship Management
SaaS Selling - Channel Development and Management - Partner Enablement - Program Management

Selected Accomplishments

OfficeRnD – Director of Strategic Partnerships

- Grew roster of referral and reseller partners from zero to over 60 in less than two years. \$120K in ARR.
- Executed four major integration partnerships. \$100K in ARR.

ControlScan, Inc. – Account Executive

- Over 100% of FY quota - 2019
- Over 150% of FY quota - 2020
- Above and Beyond Award (Record-Breaking Revenue)

IBM Corporation – Software Sales Representative

- Over 100% of FY quota - 2012, 2014
- Over 200% of FY quota - 2015
- IBM Global Sales Leadership Award
- IBM Sales Eminence Award
- IBM Business Unit Executive Award
- IBM Manager's Choice Award

Kerio Technologies - Channels Sales Manager

- Over 100% of full-year quote 2016, 2017
- Grew resellers in my territory by 100%. 150% YoY revenue growth.

EarthLink, Inc. – Channel Sales Manager

- Over 100% of FY quota – 2007, 2008
- Increased monthly subscribers from an outbound telemarketing partner over 400% within the first four months.
- Increased monthly premium subscribers from an inbound telemarketing partner over 200% within the first two months.

SkyTel Communications – Channel Sales Manager

- Over 100% of FY quota – 2004, 2005
- Responsible for 45% of all units in service through the indirect channel.

IBM Corporation – Program Manager, [ibm.com](https://www.ibm.com) Business Development Center

- Exceeded deployment target of IBM Learning Service's online purchasing tool by 20%. Created marketing materials and launched a successful sales contest despite funding constraints.
- Completed IBM Sales Leadership Development Program (LDP). LDP was a year-long training and education program designed to cultivate formal leadership skills in selected employees.
- IBM Leadership Development Program Graduate

Professional Experience

Sikich LLC (Atlanta, Georgia) Account Executive	2023 - 2024
OfficeRnD (Atlanta, Georgia) Strategic Partnerships Director	2021 - 2023
PDI Technologies, formerly ControlScan, Inc. (Atlanta, Georgia) Account Executive	2018 - 2021
GFI Software, formerly Kerio Technologies (Atlanta, Georgia) Channel Sales Manager	2016 - 2018
IBM Corporation (Smyrna, Georgia) Software Sales Representative	2010 - 2016
EarthLink, Inc. (Atlanta, Georgia) Channel Sales Manager	2006 - 2009
Verizon Business, formerly SkyTel Communications (Atlanta, Georgia) Channel Sales Manager	2003 - 2006
IBM Corporation (Smyrna, Georgia) Sales Program Manager [2001 - 2003] Client Representative [1998 - 2001]	1998 – 2003

Contract Work

Mitsogo, Inc. (Atlanta, Georgia) Channel Sales [Independent contractor; Two-month project]	2023
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Sales Certifications

MEDDPICC Masterclass Certificate, 2025 (MEDDIC)
 Customer Success Foundations Professional Certificate, 2024 (ChurnZero)
 Fortinet Certified Associate in Cybersecurity, 2024 / Fortinet Certified Fundamentals in Cybersecurity, 2024
 Foundations of Project Management, 2021 (Google)
 Certificate in Channel Management, 2020 (The Channel Institute)
 Certificate in Professional Digital Selling, 2016 (Digital Marketing Institute)

Education

Georgia State University
 History

Community Leadership

St. Vincent de Paul Society of Georgia (Atlanta, Georgia) Volunteer – Food Pantry Assistant	2024
The Joan Gaeta Lung Cancer Fund (Atlanta, Georgia) President and Chief Executive Officer	2007 - 2019
The Bonnie J. Addario Lung Cancer Foundation (San Carlos, California) Board of Advisors (2014 - 2019) / Board of Directors (2010 - 2014)	2010 - 2019