

ALAA BADR

Seattle WA

- Customer Success ● Pre/Post Sales Engineering ● Field Engineering/Enablement ● Business Development
- Go-to-Market Strategies ● Building Strategic Partnerships ● Analytics ● Data-Driven Decisions ● IaaS ● Hybrid Cloud
- Building & Leading High-Performance Teams ● Creating & Executing Business Plans ● Creating & Delivering Solutions

GLOBAL TECHNOLOGY LEADER

Results-driven builder with a proven track record of establishing and growing businesses and building and delivering technology products, solutions and architecture that meet business needs; career combines 18 years of diverse experience in engineering, the field and corporate leadership roles in infrastructure as a Vice President with VMWare, Global BD leader in Amazon Web Services and Microsoft, including experience in both public and private Cloud.

- Visionary leader with a bias for action, in-depth knowledge of technology, keen business acumen and a natural talent for thinking big, diving deep, investing in the long-term and using analytics, metrics and insights to make decisions anchored in data, constantly improve business performance, reiterate technologies, generate revenue and drive business results.
- Known for customer obsession, partnering with customers to achieve their business goals, creating and executing strategies that put the customer first, developing, landing and growing business with key enterprise accounts and successfully leveraging technology and teams to deliver solutions to customers including Dow, Siemens, Johnson & Johnson, Citibank, and Societe Generale.
- Extensive experience building and leading global teams, with repeated demonstration of ability to hire and grow top talent, develop teams that drive adoption by customers and create a collaborative, customer-focused and high-performance culture.

EXPERIENCE

Oracle Cloud, Seattle WA

I lead an amazing global A team of architects, Cloud PM's, Escalations Engineers, and TAM's that do 3 things:

1. Drive Customer Success and Adoption - focused on our top 300 Oracle Cloud Infrastructure Customers, we build adoption plans, scalable/secure architecture, and enable our customers on successful migrations to OCI. Break through scenarios include containerization of applications and data analytics in the Cloud. My team also drives all ARR expansion revenue and consumption ~ \$2BN annually.
2. Drive Product Success; we are connected directly to engineering leadership on building new capabilities and use cases including VMWare Integration, Autonomous Capability, Datalakehouse, and automation for critical management features in a multi-cloud environment. We also drive capacity requirements across global regions for our key customers. We focus our roadmap deliverables against our top strategic spenders (examples include Verizon, Fedex and Gap).
3. Own the end to end "pitch to production" experience from onboarding to POC to production to day 2 operations & support; we measure everything we do in 3 primary metrics ACR (consumption) & new workloads migrated, NPS and customer satisfaction, key new logos and references.

2020-present

Vice President Customer Experience – Oracle Cloud

VMWare, Seattle WA

2015-2019

Vice President | Cloud Services Customer Success (2016-2019)

Delivering deployment and consumptions goals between 150% and 200% of target after being promoted to this newly created position; successfully driving deployment, onboarding, consumption plans, retention and expansion of critical VMWare Cloud Services to top tier 1000 accounts, with \$50M+ in annual spend, including VMWare cloud platform on AWS and incubation SaaS services - Hyper Converged Infrastructure App Defense and container-based solutions on PKS.

- Developing and leading a global team of ~200 architects and customer success managers in the US, Europe, Asia to lead SaaS and IaaS consumption on VMW and AWS infrastructure across vSphere, containers, and end user computing (Airwatch).
- Driving data-based decisions regarding account investments, customer expansion and product feature improvements.
- Building the data sciences and machine learning team to define key metrics and KPI's.
- Working cross functional field sales and engineering priorities to customer needs and existing use cases, with first class representation of VoC.
- Using data automation and predictive automation to measure customer health, likelihood of renewal and business value scores.
- Achieving business value goals across NSX, EUC, VSAN, VRA & VCF driving complex cloud infrastructure & automation solutions.

Vice President | Cloud Services | End User Computing (2015-2016)

Achieved business growth goals and profitability metrics in role responsible for building out end user computing cloud engineering roadmap and GTM strategy for end user computing for customers including Horizon Air and Workspace 1.

- Led multi-functional teams including business development, solutions architecture, cloud deployment, Engineering PM and technical operations.
- Developed and executed strategies for the global expansion on multi-cloud platforms including VCA, AWS, Azure and Softlayer.
- Boosted revenue with lighthouse wins in Fortune 500 customers including Dow and Siemens.

Amazon Web Service, Seattle WA

2013-2015

Director | Global Business Development

Recruited to newly created position responsible for leading global organization to deliver cloud-based desktop solutions via Amazon Web Services in key enterprise accounts, with segments that included pharmaceutical, manufacturing, financial services and government.

- **Grew business to \$100M in 2 years** and won mid-market and enterprise references (J&J, BMS, Amgen).

- Developed strategic partnerships with key SI & hardware partners and worked with them on successful joint go-to-markets.
- Led project management team and owned product roadmap.
- Delivered solutions around the AWS WorkSuite portfolio comprising enterprise applications on AWS.

Microsoft, Redmond WA

2001-2013

Director Business Architecture | Windows 8 Devices (Surface) & Azure (2011-2013)

Laid foundation of operational infrastructure for Surface and integrated motion of application design into Azure.

- **Oversaw pipeline and metric measurement of global \$4.2B business.**
- Drove WW Quota and application design metrics (Line of Business and B2C Apps) in key enterprise accounts.
- Integrated Consulting Services and Services Partners into sales process.
- Created and landed key sales processes, systems tools, metrics and KPI's to land the tablet sales and ISV strategy at Microsoft leveraging Windows 8 and OEM channel partners.

Field Enablement Lead | Sales Excellence Russia & Japan Enterprise Sales Group (2009-2011)

Directly impacted key sales metrics and premium product growth (Office 365, Azure and Desktop Optimization) targets while leading a 35+ member team and sales enablement projects around BPR, talent management and process optimization impacting corporate and telesales in key growth markets of Russia and Japan.

- Played key role in running and landing the Enterprise Business (EPG) in Russia by focusing on sales excellence, key pipeline metrics and addressing solution gaps.
- Owned the Russia-transformation plan by driving key sales and solutions selling metrics as well partner transformation and consulting growth.

Director Business Management & Operations Online Services Division (2008-2009)

Worked across division to define key Bing search use cases, establishment of cross-division v-teams and prioritizing funding for projects focusing on key e-Commerce advertising and search initiatives to capture market share.

- Grew key accounts and landed revenue for agencies by 150%.
- Participated in defining long-term online strategy and growth objectives, as well as key competitive advantages for Bing for search and online ads.
- Established key processes, business rhythm and engineering release cadence around key deliverables.
- Led process for long-range strategic planning including mergers, strategy planning and funding needs/tradeoffs and presented to senior management.

Previous Positions with Microsoft

- Director Business Architecture & Process Re-Engineering Enterprise Sales
- Consulting Services Group Manager | Microsoft Canada
- Enterprise Services Manager | Microsoft Middle East & Africa
- Managing Consultant Financial Services Group | Charlotte NC

Additional Experience

- Director Technical Pre-Sales, XcelleNet Inc | Afaria Product Line, Atlanta GA (1997-2001)
- Senior Enterprise Architect | Enterprise Systems Consulting, Vanstar Corporation, Atlanta GA (1996-1997)
- Senior Pre-Sales Consultant | Network Systems Group, Hewlett Packard, Atlanta GA (1995-1996)

LANGUAGES - Arabic | English | French | Portuguese

EDUCATION

Bachelor of Computer Engineering – Ain Shams University, Cairo, Egypt

Bachelor of Communications Engineering - Canberra University, Australia