Ethan Caldwell

PARTNER MANAGER

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SUMMARY

Partner manager with 6 years in channel sales for B2B software and IT hardware, managing 45 reseller and MSP partners that sourced $7.8M in 2025 bookings. Experienced in partner management, channel management, joint business planning and Salesforce pipeline reporting. Pairs analytical skills with relationship-building skills to grow partner revenue.

SKILLS

Partner Management • Channel Sales • Channel Management • Joint Business Planning • Deal Registration
Business Development • Negotiation • Salesforce • Analytical Skills • Relationship-Building Skills

EXPERIENCE

Partner Manager

03/2023 - Present

Rainier Data Security

Seattle, WA

Cloud backup and security software company selling through resellers and MSPs.

- Manage **45** reseller, MSP and referral partners in the western US, growing partner-sourced bookings to $7.8M in 2025.
- Recruit and onboard 14 new partners a year, running enablement sessions on product, pricing and deal registration.
- Build joint business plans with the top 10 partners and review targets and results in quarterly business reviews.
- Analyze partner pipeline in Salesforce and flag stalled deals weekly, lifting partner win rate from 22% to 30%.

Channel Sales Representative

06/2020 - 02/2023

Evergreen Network Supply

Bellevue, WA

Distributor of networking and security hardware for regional resellers.

- Sold network and security hardware through 60 regional resellers, beating annual channel quota by 12% in 2022.
- Negotiated reseller margin tiers and co-marketing funds, adding 9 Gold-tier partners in 2 years.
- Coordinated with marketing and product teams on 20 partner campaigns and joint webinars for end customers.
- Trained reseller sales reps in 35 sessions on product bundles and quoting, shortening their average quote time to 1 day.

EDUCATION

Bachelor of Arts

06/2020

University of Washington

Seattle, WA

Business Administration