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Top Skills

Strategic Partnerships

GSI Ecosystems

Global Alliance Management

Certifications

Microsoft Certified Systems Engineer
(MCSE)

Cisco Certified Design Associate
(CCDA)

BEA Certified Systems Administrator
(Oracle)

VMware Sales Professional (VSP)
Security Plus

Honors-Awards

Member, Forbes Nonprofit Council
— 2026 Official Member

Publications

Application Virtualization: The Next
Frontier

Omer Qureshi

Strategic Partnerships Leader | \$1.5B+ Partner Revenue | 30% YoY Growth | Hyperscaler GTM (AWS/Azure/GCP) | GSI, MSP, CSP & ISV Channel | Triple PoY (Microsoft, Amazon, Google) | Forbes Council Member & Author

Greater Seattle Area

Summary

Forbes Council Member & Published Author. 25 years building partner ecosystems and go-to-market engines that turn alliances into revenue. I build hyperscaler GTM by platform, across MSP (Managed Service Provider), CSP (Cloud Solution Provider), ISV (Independent Software Vendor), GSI (Global System Integrator), VAR (Value-Added Reseller), and Distribution routes to market. On AWS, that means ISV Accelerate, AWS Marketplace private offers, CPPO, and EDP (Enterprise Discount Program) commitment management. On Microsoft, transactable Azure Marketplace offers, co-sell IP, and MACC (Microsoft Azure Consumption Commitment) alignment. On Google Cloud Marketplace, Partner Advantage and committed-consumption joint business plans. Across the MSP and CSP channel, I design tier economics, margin and consumption models, certification programs, and managed-service attach so partners and resellers actually make money selling. I lead by serving the team first. I built a 44-person global organization from zero, across five theaters, on a coaching culture that develops sellers into leaders. High-performance teams are the product; the revenue follows. The proof: I am the only executive globally named Partner of the Year by Microsoft, Amazon, and Google in the same year (2023). I built Microsoft Project Titan into a \$17M program returning 10x in 18 months. The \$1.5B+ in partner revenue I have carried was built, not inherited — and grown at 30% year over year. Today I focus on the AI ecosystem, cybersecurity GTM, and an advisory practice helping founders and operators build the partner motions that scale. If you are building a partner ecosystem, standing up hyperscaler co-sell, or designing an MSP channel, let's talk. Reach me at omer@optimus.llc.

Experience

Kovrr

SVP | Cybersecurity GTM & Partner Ecosystem

April 2025 - Present (1 year 3 months)

Greater Seattle Area

Kovrr uses AI-driven quantitative modeling to translate cyber risk into financial terms — enabling Chief Information Security Officers (CISOs) and Chief Financial Officers (CFOs) to present cyber risk in the language of the boardroom.

Advising leadership on Go-to-Market (GTM) strategy and partner ecosystem design — architecting a multi-tier channel model spanning Distributors, Large Account Resellers (LARs), Value-Added Resellers (VARs), Managed Security Service Providers (MSSPs), and Global System Integrators (GSIs); developing Federal, Department of Defense (DoD), and State, Local & Education (SLED) market entry strategy including Federal Risk and Authorization Management Program (FedRAMP) positioning.

Optimus Cloud and Ai Solutions

Managing Partner & Principal Advisor

March 2016 - Present (10 years 4 months)

Greater Seattle Area

Executive advisory practice serving technology companies on complex alliance strategy, partner ecosystem architecture, and cybersecurity Go-to-Market — working at the point where partnership strategy gets hard.

16 active clients across AI, cybersecurity, and cloud. Delivering consistent 35% YoY growth in partner-sourced ARR, averaged across all client engagements.

Select client engagements

Kovrr (Israel · AI-Driven Cyber Risk) | Apr 2025 – Present

Kovrr quantifies enterprise cyber risk in financial terms using AI-driven modeling. I advise on go-to-market and the full partner ecosystem spanning Distributors, LARs, VARs, MSSPs, and GSIs, plus Federal market entry across DoD and SLED and FedRAMP positioning.

InfoSec Global, a Keyfactor Company (US · Post-Quantum Cryptography) |
Oct 2021 – Mar 2024

I advised on go-to-market, channel architecture, and the enterprise and government motion for PQC solutions, aligned to NIST standards.

Eyeson (Austria · IoT & Voice Security) | Nov 2022 – Jan 2024

I advised on go-to-market and partner ecosystem for IoT and voice security, EMEA and APAC field motion, and DoD and NATO market entry.

asknet Solutions (Germany · DACH Channel) | Jul 2022 – Nov 2023

I led channel development, partner ecosystem, and go-to-market across the DACH region for cybersecurity and EdTech.

Specializations:

- GSI co-sell, Route-to-Market (RTM) architecture, Joint Business Plan (JBP) design, Ecosystem-Led Growth (ELG)
- Channel architecture: MSPs, CSPs, ISVs, GSIs, NSIs, VARs, LARs, Distributors, MSSPs
- Partner program architecture: tier design, certification models, MDF/co-op frameworks, enablement infrastructure, channel conflict policy
- Hyperscaler co-investment: AWS SCAs, ISV Accelerate, CPPO, EDP; Microsoft ECIF, MDF, Azure Marketplace, MACC; Google Cloud Partner Advantage, committed-consumption JBPs
- Partner health: partner NPS, active-selling-partner ratios, co-sell win rate, average partner-sourced deal size

Americans 4 Equality

CEO & Co-Founder

February 2024 - Present (2 years 5 months)

Greater Seattle Area

CEO & Co-Founder | Workforce Development | Social Impact

BIPOC-led 501(c)(3) nonprofit building real workforce pathways into tech for underserved communities across Washington State — training individuals in AI, cybersecurity, data analytics, and cloud who would otherwise have no structured entry point into the industry.

Americans 4 Equality opens technology and workforce opportunity to people who have been left out of it. We have served 1,130+ students with an 88% completion rate, 55% women, backed by \$2.2M in Department of Labor funding and endorsed by Senator Patty Murray.

Member, Forbes Nonprofit Council. Published contributor on AI strategy and nonprofit operations —

"AI-First: Not A Technology Strategy, An Operations Strategy," Forbes, May 2026.

The philosophy is the same one that has driven every team I have built: develop people first, and performance follows. Whether the outcome is a career or a revenue number, you get there by investing in the human being doing the work.

Noventiq

VP, Global Strategic Partnerships & Alliances

August 2021 - July 2024 (3 years)

United States

Built Noventiq's global partnerships function from a fragmented portfolio into a unified, quota-carrying alliance organization — responsible for \$1.5B+ in partner-influenced ARR across 38 countries and three continents. Scaled and led 44 alliance professionals across five global theaters (Asia Pacific/APJ, Greater China/GCR, Europe Middle East Africa/EMEA, Central & Eastern Europe/CEE, Americas) — navigating five distinct market cultures, regulatory environments, and partner dynamics while maintaining one unified commercial strategy. Drove 25% productivity improvement through structured Executive Business Review (EBR) and Quarterly Business Review (QBR) cadence and executive sponsorship programs. Established an alliance culture that attracted top partnership talent — recognized internally for execution discipline and partner relationship depth.

Personally negotiated the \$17M Microsoft Strategic Investment — building the business case, structuring the commercial terms, and delivering 10x ROI within 18 months by co-developing platform capabilities across cloud, security, and AI. Maximized AWS Strategic Collaboration Agreement (SCA) benefits including \$5M in Market Development Funds (MDF); deployed Microsoft End Customer Investment Funds (ECIF) to fund proof-of-concept projects.

The organization earned Partner of the Year recognition from Microsoft and other leading hyperscalers simultaneously — the only partner globally to achieve all three in the same year.

Participated in Noventiq's London Stock Exchange (LSE) listing and Nasdaq due diligence — contributing partner ecosystem valuation, revenue attribution, and commercial strategy to the investor narrative. Drove 8 Mergers & Acquisitions (M&A) transactions across APJ, India, and CEE totalling \$500M+.

Avaya

General Manager, Cloud Sales & Partnerships

July 2017 - August 2021 (4 years 2 months)

Greater Seattle Area

Full Profit & Loss (P&L) ownership for Avaya's cloud business across Americas, Asia, and Europe — hybrid and SaaS (Software-as-a-Service) cloud solutions spanning enterprise and government markets.

\$156M+ ARR | 56-seller quota-carrying team consistently outperforming targets by 15–20% annually through disciplined pipeline management, bookings velocity, and partner co-sell execution across GSIs, Telcos, MSPs, and Distributors.

Led M&A integration of two acquired organizations under a compressed timeline — achieving 95% talent retention and full go-to-market readiness within 90 days of close. Invested heavily in talent development — the field organization became a known destination for high-performers because of the coaching culture and clear performance framework we built.

Advised C-suite on alliance strategy, channel economics, and licensing model redesign accelerating Avaya's pivot to SaaS-led cloud revenue.

The number came from the culture. I coach sellers to own their pipeline, sell on value, and build

long-term partner relationships rather than chase quarters. That is how a team overperforms consistently instead of once.

Microsoft

Director, Partner Ecosystems & Global Alliances

March 2013 - January 2017 (3 years 11 months)

Greater Seattle Area

Built and scaled Microsoft's global alliance ecosystem across GSIs, Telcos, MSPs, LARs, and VARs — managing a \$11.7M budget P&L and 21 alliance sellers across 24 countries to drive \$100M+ in partner-sourced ARR.

- GSI partnerships — co-sell program design and joint business planning (JBP) with Accenture, Capgemini, Infosys, TCS, and Wipro across enterprise cloud, identity security, and UCC solution areas
- Telco partnerships — alliance management and co-sell execution with AT&T, Verizon, BT, Orange, and China Mobile across government and commercial accounts
- Channel architecture — built a 70-VAR distribution network across Asia Pacific, GCR, and EMEA — designing tiered partner programs and co-sell enablement infrastructure that directly contributed to \$100M+ in partner-sourced ARR
- Co-investment programs — leveraged Microsoft End Customer Investment Funds (ECIF) and \$5M+ in Market Development Funds (MDF) to fund POC projects, partner training, and deployment services driving 15% market share growth
- Identity & security GTM — drove co-sell adoption across Azure, Azure Active Directory (AAD / Entra ID), Microsoft Defender, Microsoft Sentinel, Zero Trust, and Office 365 with GSI and Telco partners
- Team leadership — built and led a high-performance alliances team of 18 across North America and international theaters anchored to JBP attainment, partner bookings, and QBR accountability

Partner Types: GSIs • Telcos • MSPs • LARs • VARs • Distributors • National System Integrators (NSIs)

Geography: Asia Pacific (APJ) • GCR • EMEA • Americas — 24 countries

2014: Microsoft Gold Club — Sales Excellence Award

- Recognition — Microsoft Gold Club 2014, awarded to top-performing alliance and sales leaders globally for exceptional partner-sourced revenue attainment

VMware

Regional Sales Director, Enterprise & Cloud

February 2012 - March 2013 (1 year 2 months)

Greater Seattle Area

Inherited a stalled Pacific Northwest territory and turned it around — delivering 140% quota attainment and 50% ARR growth year-over-year through disciplined pipeline hygiene, partner co-sell motions, and deep C-suite relationships across Fortune 500 accounts.

- Territory turnaround — rebuilt commercial motion from the ground up, establishing a performance culture anchored to pipeline discipline, bookings velocity, and partner-attached co-sell execution
- Fortune 500 accounts — Starbucks • Nordstrom • Nike • Expedia • Costco • Columbia Sports • T-Mobile
- Partner motion — co-sell through VARs and resellers across cloud infrastructure, virtualisation, and open-source platforms
- Solution areas — VMware cloud infrastructure (IaaS) • Cloud Foundry / Pivotal (PaaS) • vSphere • vSAN • NSX • Open-source and Big Data platforms

Microsoft

Managing Director, Enterprise Sales

May 2006 - February 2012 (5 years 10 months)

Greater Seattle Area

Led enterprise sales for complex data center, cloud, and application deals across North America and Europe — \$100M+ ARR, 200+ cloud customer wins, \$5M+ average deal size. Named Manager of the Year.

Built and led a 12-person quota-carrying enterprise sales team — running full-cycle co-sell with GSI and SI delivery partners including Accenture, Capgemini, TCS, Wipro, Infosys, HP, and Dell. Delivered +30% pipeline conversion through structured Quarterly Business Review (QBR) cadence and executive briefing programs.

This is where I became a believer in the GSI channel. Done right, it is the fastest way to move enterprise technology at scale.

Bank of America

Vice President, Data Centers & Trading Operations

January 2001 - April 2006 (5 years 4 months)

San Francisco Bay Area

Served as trusted technology advisor to Investment Banking leadership — managing enterprise data center operations and critical trading infrastructure at one of the world's largest financial institutions.

- Data center operations — led modernisation of enterprise data center infrastructure serving 200,000+ users globally, improving scalability, resilience, and performance for trading business operations
- Trading operations technology — managed critical IT infrastructure supporting high-volume trading operations, ensuring availability, security, and performance for time-sensitive financial transactions
- C-suite advisory — served as trusted advisor to Investment Banking CIO on high-profile, multi-million-dollar IT projects and infrastructure strategy
- Enterprise scale — operated within one of the most demanding enterprise technology environments in financial services — high availability, regulatory compliance, and zero tolerance for downtime

Education

University of California, Berkeley

Business/Managerial Economics · (2001 - 2002)

Wittenberg University

Bachelor's degree, Management, Information Systems · (1998 - 2001)