Ricardo Urena

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Vice President, Alliances & Strategic Partners
Excellent decision-making, analytical, technical, and Executive Leadership

Proven cloud partnerships and strategic alliances leader with deep expertise in driving revenue growth through high-impact collaboration across the Google Cloud ecosystem. Adept at building trusted relationships with partner field teams (PDMs, PSMs), developing and executing joint go-to-market initiatives, and orchestrating cross-functional efforts to accelerate partner-sourced pipeline and net new customer acquisition. Skilled in regional alliance strategy, co-selling frameworks, enablement programs, and partner marketing execution. Known for fostering alignment between sales, delivery, and partner teams to reduce friction, drive field engagement, and deliver measurable growth outcomes. Passionate about building scalable ecosystems that fuel innovation, differentiation, and long-term partner success.

Areas of Expertise

Enterprise Sales & Revenue Growth | Strategic Partnerships & Alliances (Google Cloud, Microsoft, AWS) | Go-to-Market Strategy & Execution | Pipeline Development & Forecasting | SaaS & Cloud Sales Leadership | Quota-Carrying Sales & P&L Ownership | Sales Team Leadership & Development | Enterprise Account Management & Expansion | Contract Negotiation & Multi-Year Deal Structuring | AI & Data-Driven Sales Strategies

Professional Experience

02/24-Present **Director Strategic Alliances,** Mechanical Orchard, Atlanta, GA.
Set and execute a global vision and strategy for alliances and strategic partnerships, aligning initiatives with overall corporate revenue and growth objectives.

- Achieved 60% YoY revenue growth by spearheading strategic alliances with global cloud leaders (Google Cloud, Microsoft Azure, AWS), focusing on integrated, AI-driven product solutions and data-centric co-marketing strategies.
- Led Mechanical Orchard's advancement within the Google Cloud Partner Advantage Program, from Member to Partner to Premier Partner status, meeting certification, Expertise, and Specialization requirements.
- Forged a strategic alliance with Boston Consulting Group (BCG), MongoDB, and Thoughtworks to address the critical modernization needs of the US economy, where $13 trillion and 71% of the Fortune 500 still rely on legacy mainframe systems, delivering AI driven modern technology solutions.
- Developed and executed a global partnership vision, aligning initiatives with corporate revenue and growth objectives through rigorous technology solution assessments and AI-powered market analysis, resulting in measurable increases in market penetration and partner contribution.
- Cultivated and managed C-level relationships with strategic partners, driving co-innovation and securing long-term alliances that maximized business value and fostered joint development of AI-enhanced technology solutions.
- Implemented scalable partnership frameworks to identify and prioritize new opportunities, ensuring alignment with company goals and accelerating ROI through data-driven analysis and AI-assisted opportunity scoring.
- Expanded and optimized the partner ecosystem by strategically onboarding key ISVs and System Integrators, significantly increasing market reach and solution delivery capabilities, with a focus on partners specializing in AI and advanced data analytics.
- Led cross-functional teams to develop and launch scalable go-to-market solutions, driving revenue growth through both direct and channel partner programs, with a focus on cloud-based, AI-integrated technology solutions.
- Orchestrated joint pipeline creation and co-sell opportunities, utilizing collaborative sales strategies, field alignment, and AI-driven lead qualification to achieve significant revenue gains and accelerate customer adoption.
- Enabled strategic partners through tailored training and enablement programs, equipping them with the necessary tools and resources to effectively position and implement AI-powered, data-centric solutions with technological rigor.
- Implemented performance tracking and governance models to monitor partner success metrics, including revenue contribution, pipeline development, and partner satisfaction, driving continuous optimization and

AI-informed, data-driven decision-making.
- Collaborated with sales, product, marketing, and legal teams to align partnership strategies with product roadmaps, ensuring seamless partner integration and successful delivery of AI-powered joint technology solutions.
- Championed thought leadership initiatives, developing joint marketing campaigns, hosting executive summits, and driving partner visibility at industry events and media, highlighting the application of AI in technology solutions.
- Led joint business planning processes with key partners, defining annual goals, revenue targets, and go-to-market strategies to ensure accountability and mutual growth, with a focus on shared AI and advanced data analytics initiatives.

04/20-02/24 **Global Head of Partner Infrastructure and Application Modernization Solutions, Partner Activation, and Cloud Transformation,** Google Cloud, Atlanta, GA.
Drove the technical and go-to-market strategy for Google Cloud's Infrastructure and Application Modernization solutions, enabling partner growth (VARs, MSPs, and ISVs) and contributing to Google Cloud's $26 billion revenue ecosystem.
- Collaborate with Google Cloud's product and solution managers to steer strategy, develop Partner capabilities, and ensure successful solution deployment.
- Support revenue growth from $6B (FY18) to $26B (FY22) by onboarding more than 85K Certified Partner Learners to complete 100K+ certifications and training for 30.5K individuals on Google Cloud Solutions, reflecting 225% YoY growth.
- Oversaw global partner selection, recruitment, and enablement, ensuring successful adoption of Google Cloud's modernization solutions.
- Developed repeatable frameworks for enterprise cloud migrations, hybrid/multi-cloud deployments, and DevOps best practices, optimizing customer projects.
- Built high-impact technical resources (tutorials, white papers, and tools) to enhance partner capabilities and solution deployment.
- Created revenue-generating go-to-market offerings, co-developing horizontal and industry-specific solutions to accelerate cloud adoption.
- Defined use cases, solution materials, and training paths, aligning them with Google Cloud's core solutions and architectures.
- Tracked and analyzed modernization bookings and cloud consumption targets, making data-driven recommendations for course corrections.
- Drove AI/ML-powered IT transformation, helping customers assess IT environments, optimize cloud roadmaps, and reduce migration risks with data-driven insights.
- Developed a Partner Advantage Data Pipeline to track partner engagement, handling 60M+ events, integrating BigQuery, Looker, and batch processing for real-time analytics.

01/16-03/20 **Global Technical Manager - Field Chief Technology Officer, Google Cloud Search and Workspace,** Google Cloud, Atlanta, GA.
Part of a core, strategic team that delivered a fully managed, secure, enterprise search solution from Google. Managed a global team of search technology experts and authored enterprise search technical whitepapers, pitch decks and created reference architectures for the Cloud Search partner and customer community. Onboarded over 100 Global Google Cloud Search Partners.
- Drove $500M+ in partner-led sales pipeline by executing large-scale sales enablement programs and expanding strategic alliances, strengthening Google Cloud's presence in Manufacturing, Retail, Financial Services, Telco, and Media & Gaming.
- Led GTM strategy for Google Workspace launch, driving partner adoption and positioning the platform for enterprise growth, contributing to $500M+ in partner-led pipeline generation.
- Led and developed a high-performing, globally dispersed technical sales team across North America, EMEA, APAC, and Japan, driving go-to-market enablement and pipeline growth.
- Recruited, onboarded, and enabled 100+ global Google Cloud Search Partners, accelerating adoption and pipeline development.
- Defined and executed enterprise sales strategies by developing reference architectures, pitch decks, and technical enablement assets for sales teams and partners.

- Drove market penetration by identifying high-potential enterprise sales opportunities and influencing product positioning.
- Presented competitive insights, industry trends, and enterprise sales strategies to Google Cloud field sales teams across multiple regions.
- Worked cross-functionally with sales, marketing, and product teams to optimize sales execution, shorten deal cycles, and increase conversion rates.

10/08-12/15 Enterprise Search and Workspace Architect, Google Cloud, Atlanta, GA.
Worked on the core team that propelled growth beginning as a small business within Google to over $1Bn in revenue leading to recognition as one of the largest SaaS companies in the world. Served as the technical lead and global search expert focused on search, assistance and machine Intelligence and the challenges with "findability" - how to easily find knowledge and experts within the organization.
- Worked with enterprise customers and partners to quickly respond to market changes, innovate and accelerate time to market by breaking down information silos and making secure knowledge sharing from within as easy as finding information on the Internet.
- Google Workspace (G Suite) engineer responsible for end-to-end technical integration of Google Workspace (G Suite) at Google Cloud's customers.
- Developed technical best practices, proof of concepts, customer presentations and "value engineering" of the benefits of a SaaS product offering.
- Managed Google Workspace (G Suite) technical relationships and joint solution offerings with the Partner community.
- Used the Admin REST API to interact programmatically with Workspace Admin Console.

10/03-09/08 Vice President and General Manager, Latin America and Named Accounts, BroadVision, Inc., Atlanta, GA.
- Owned and exceeded $20M+ in software and services revenue, driving 40% year-over-year growth through strategic account expansion.
- Led enterprise sales strategy, closing multimillion-dollar software and services deals with Fortune 500 and high-growth companies.
- Managed P&L responsibility, driving profitability and revenue growth through strategic account expansion and new customer acquisition.
- Built and scaled high-performing partner ecosystems, increasing indirect sales by 300% through strategic alliances and reseller enablement.
- Negotiated complex, multi-year software licensing and service agreements, collaborating with Legal and Finance to structure optimal pricing models.
- Led sales enablement efforts, providing training and support to customers and partners to drive solution adoption and long-term renewals.

06/96-09/03 Principal Architect - Field Chief Technology Officer, BroadVision, Inc., Redwood City, CA.
Led strategic technology initiatives and built a high-performing global sales engineering team at BroadVision, driving revenue and influencing product direction.
- Leadership & Team Development: Managed, hired, and developed a global team of 180+ sales engineers. Built the company's highest-performing technical team and established the BroadVision Sales Engineering Portal (BVSE) to enable knowledge sharing and best practices.
- Strategic Customer & Partner Engagement: Developed new opportunities and maintained customer satisfaction across North America, Federal, and Latin America by focusing on account penetration, partner development, and solution selling. Delivered high-impact technical chalk talks, business value demonstrations, and proofs of concept to showcase BroadVision's capabilities.
- Industry & Competitive Analysis: Performed in-depth competitive and industry analysis, formulating solution playbooks and authoring key selling tools (white papers, architecture diagrams, RFI/RFPs, performance metrics, and sizing documents) to highlight business value.
- Product & M&A Influence: Identified critical product gaps in content management, leading to the $877M acquisition of Interleaf. Developed BroadVision's architecture blueprint and deployment strategy for enterprise applications, shaping future product releases.

- Enterprise Solutions & Implementation: Defined, designed, and deployed BroadVision's first e-commerce production instance (RS Components) with Cambridge Technology Partners. Led the development of financial CORBA server architecture for Banco Santander, influencing BroadVision's roadmap.
- Revenue & Business Impact: Instrumental in closing and deploying large, multi-million dollar deals, influencing over $79M in software licenses and services revenue.

Education

Masters of Business Administration (MBA), The Fuqua School of Business - **Duke University**, Durham, NC

Bachelor of Science (BS), **Electrical Engineering and Computer Science - Stanford University**, Stanford, California

Masters of Science(MS), **Data Science and Analytics** (in progress) **Georgia Institute of Technology**, Atlanta, GA

Spoken Languages
English | Spanish (fluent) | and French (conversant)