

# Jay C. Leon

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## Biography

Jay Leon has been helping technology companies build their businesses for over 20 years. His last two projects, at Microsoft and TimeXtender, rapidly expanded partner sales and delivery capacity and exceeded aggressive sales goals.

Jay was the founder and CEO of CSG Channels in Redmond, WA. For 17 years at CSG, he worked closely with Microsoft and its 600,000 partners to enable millions of businesses to gain a competitive advantage through technology solutions.



As CEO of CSG Channels, Jay completed several acquisitions and expanded operations to India and the Philippines. In addition to offering partner marketing services, CSG built and operated the industry leading partner relationship management software system, Blueroads. This early SaaS system had over 30,000 users in 17 languages. CSG was sold to a group of employees in 2013.

Jay has been a member of Emerald City Rotary for 30 years, twice serving as president and all the time working to achieve the mission: dedicated to the future of our community by serving the educational needs of young people.

Jay has been racing small sailboats since he learned to sail in Manila, Philippines at the age of 8 and lives on a boat in Seattle, WA.

## Expertise

- Sales strategy
- Sales operations
- Team building
- M & A
- Public speaking
- Marketing strategy
- ABM
- Localization
- Lead generation
- SQL Server
- Partner marketing strategy
- PRM systems
- Alliances
- Incentives
- Python

## Experience

**New Trade Routes | Seattle, WA | Consultant; 2013 - Present**

Dreaming up growth strategies and putting them to work in the software industry

**TimeXtender | Bellevue, WA | Design and Build Global Partner Program; 2019 - 2022**

Built TimeXtender's worldwide partner program and it's 100% through partner go to market strategy. Designed and implemented partner recruitment, partner enablement, and lead generation processes that deliver predictable revenue growth. TimeXtender was acquired by the private equity firm Monterro in 2022.

**Microsoft - Prime 8 Consulting | Bellevue, WA | Consultant; 2016 - 2019**

Served as Business Development lead for the Azure Networking / ExpressRoute team. Negotiated and signed over 250 partnerships with international and domestic IPVPN and Ethernet providers including Comcast, AT&T, CenturyLink, Deutsche Telekom, Bell Canada, Reliance Global, Zayo Group, and others. Developed and implemented standard processes to enable low friction growth and created and deployed materials to the sales teams in the US, Europe, and Asia.

**CSG Channels | Redmond, WA | CEO / Founder; 1996 - 2013**

Founded, built, and operated professional services firm providing outsourced sales and marketing services to companies including Microsoft, Dell, Intel, HP, Avaya. Managed day to day operations including over 100 salespeople, 10 software developers, 15 project managers, 4 IT staff, and 2 finance staff. Designed and implemented five domestic and one offshore call centers.

- Awarded Best Place to Work four times
- Recognized as a premier vendor to Microsoft
- Multiple years of 50% + revenue growth (CAGR of 24%)

- Launched and scaled a new offshore operation in the Philippines in less than 6 months
- Negotiated multiple acquisitions
- Processed between 5,000 and 10,000 customer interactions daily across over 40 simultaneous sales and marketing campaigns
- Grew to over \$10 million in annual revenue
- First third party authorized by Microsoft to sell Office 365
- Only vendor with real time access to Microsoft partner relationship management database and other internal sales process tools
- Measured sales effectiveness in near real time
- Owned sales quota of over \$100 million with transaction size ranging from \$200 to over \$50,000.
- Designed, implemented, and funded sales compensation plans for all salespeople
- Typical sales team size of 8 to 12 people. Sales incentive budget of over \$1 million per year.
- Sales operations in multiple languages (English, Spanish, French, German, Portuguese)
- Managed product roadmap for integrated enterprise SaaS partner relationship management application with 30,000 users in 13 languages and 27 countries.

## **Community and Interests**

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Available full time as employee or contractor, or part time as an advisor. Open to on site or remote and willing to travel.

## **Education**

***University of Washington, BA, Speech Communication***