Dmitry Alexeev

B2B Marketing Leader · Partner, Alliance & Field Marketing · EMEA & Americas

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Portfolio: dmitryalexeev87-alt.github.io

Open to full-time, fractional and project-based work · In-house or contractor · Open to relocation

SUMMARY

B2B marketing leader with 12 years in enterprise software, 11 of them in Veeam's EMEA marketing organization and most recently as global head of partner marketing at Pathlock. Builds alliance, channel and field marketing programs and judges each one by the pipeline it creates. Results include $65M+ in annual attributed pipeline from an EMEA events program, ~10x growth in alliance pipeline and revenue, 70% year-on-year growth in partner pipeline, and an own conference that turned $15k into $2M+ of pipeline. Has led a team of up to 6, managed budgets up to $3.5M and trained 1,500+ partner sellers. Hands-on with Salesforce, HubSpot, Marketo and AI tools.

CORE SKILLS

- **Partner & alliance marketing:** Joint GTM with hyperscalers, OEMs and GSIs · Co-sell and co-marketing · Microsoft Commercial Marketplace and partner programs · MDF · Building a partner function from scratch
- **Field & event marketing:** Regional marketing plans with sales · Tradeshows and sponsorships · Regional forums and roadshows · Own conferences · Executive events · Event ROI and attribution
- **Demand generation & ABM:** Integrated campaigns · Account-based marketing with field sales · Webinar programs · Email and nurture · SEO and LinkedIn
- **Channel & enablement:** Distributor programs and channel incentives · Joint bundles and campaigns-in-a-box · Partner sales enablement and training
- **Messaging & content:** Joint messaging frameworks · Solution briefs, whitepapers, case studies, blogs and video
- **Tools & AI:** Salesforce · HubSpot · Marketo · Crossbeam · Highspot · Claude · ChatGPT · Microsoft 365 Copilot · Perplexity

EXPERIENCE

Pathlock Inc. — Global Director, Partner and Alliances Marketing

May 2025 – June 2026 · Cybersecurity SaaS · Global scope, focus on the Americas and EMEA

- Built the partner marketing function from scratch: strategy, KPIs, content and communications, partner portal. Managed a partner marketing manager and a $250k budget.
- Grew partner-sourced and influenced pipeline **70% year on year**, globally.
- Ran joint marketing and business development with Accenture, NTT, KPMG, Deloitte, Protiviti, Turnkey, ServiceNow and Microsoft; launched co-marketing for three new partnerships (Accenture, NTT, KPMG).
- Managed Pathlock's presence in the Microsoft Commercial Marketplace and all eligible Microsoft partner programs.
- Invented Innovation Days, the company's first own conference: a virtual format with booths, content libraries, keynotes and partner sessions. On a **$15k** investment it drew 950+ registrations and sourced and influenced **$2M+ in pipeline**.
- Ran 20+ executive events with partners across the Americas and EMEA, influencing **~$4.6M in pipeline**, and a partner webinar program of 3–4 sessions a quarter with 30 to 1,100 live attendees.
- Built reporting and attribution for all event formats; cut events that missed ROI criteria, at times against sales leadership requests.

Veeam Software — EMEA Marketing

May 2014 – May 2025 (11 years) · EMEA field marketing organization

Senior Manager, Enterprise & Alliances Marketing, EMEA · Apr 2024 – May 2025

- Led EMEA Events and Enterprise Marketing with a team of up to 6, a ~$1.8M owned budget and advisory over a further $8M.
- Ran ~12 EMEA tradeshows a year (GITEX, VMworld, Cisco Live, HPE Discover, HPE TSS) and coordinated 80+ regional events a year (VeeamON Forums, VeeamON Tours, Veeam Unplugged), generating **$65M+ in attributed pipeline annually**.
- Reintroduced EMEA ABM with regional enterprise marketing managers and field sales: narrowed target accounts from 1,500 to 100 and rolled out playbooks sourcing an average of 5 new opportunities a quarter.

Senior Alliance Marketing Manager, EMEA · Jan 2022 – Apr 2024
Alliance Marketing Manager · Jan 2019 – Jan 2022

- Owned EMEA marketing strategy, budget and execution for six strategic alliances across hyperscalers and infrastructure vendors, plus a wider partner portfolio; adapted global programs with country sales and marketing teams.
- Grew alliance pipeline and revenue **~10x** over the 11-year tenure; grew two alliances into the company's #1 co-sell and resell partners.
- Created and ran a three-level partner sales enablement program (2022–25): qualifying, pitching and approaching the buying committee, with online theory followed by trainer-led simulations in partner offices. **1,500+ partner sellers** completed at least one module.
- Built joint messaging frameworks with strategic partners; created bundles, campaigns-in-a-box and packaged offerings, and worked with distributors on channel incentives and enablement.
- Managed the alliance budget plus inbound and outbound MDF (30/70 funding split); built the unified reporting structure for alliance sales and marketing.
- Grew event sponsorship sales **700%**; ran 10–12 joint webinars a year, with one 6-part series reaching 1,600 attendees.

Senior Programs & Alliances Specialist · Jul 2017 – Dec 2018
Programs & Alliances Specialist · May 2014 – Jun 2017

- Planned and executed regional marketing programs and partner activities for EMEA.
- Contributed to double-digit year-on-year business growth across the 11-year tenure.

EDUCATION, TRAINING, LANGUAGES & AWARDS

Master's in Marketing — Graduate School of Management, St. Petersburg State University, 2004 – 2010

Training: Trained in ABM, ITSMA (2021) · Effective Negotiating, Karrass (2015) · Building Long-Term Relationships with Corporate Clients, BITOBE Consulting Group (2013) · Effective B2B Sales, Teamlab (2013)

Languages: English (C2) · Russian (native) · Ukrainian (B2)

Awards: HPE–Veeam Best Alliance Member, 2021 (inaugural) and 2023 · Veeam Marketeer of the Quarter, Q2 2020

Industries: Datacenter tech · Cloud · SaaS · Cybersecurity · Data protection · Data management · Identity management · GRC