



## Greg Mower, Managing Partner

Boise, ID

### Professional Experience

- Strategic Planning
- Channel marketing
- Sales training and motivation

Greg has spent over 20 years in the technical marketing and sales arena. His experience in launching technical products includes channel development, strategic sales initiatives, product marketing, launch strategy development and campaign execution. As former VP of Strategic Planning at Creative Source International, Greg co-authored and presented launch strategy and planning methods to hundreds of industry professionals. In this role he developed and executed over 50 major product launch campaigns for companies such as Iomega, Kodak, Xerox, Compaq, NEC, Lucent and Hewlett-Packard. Prior to Creative Source, Greg was the national account executive at MindShare Associates. In this role he developed channel development strategies for over 30 companies including Microsoft, Novell, Corel, Cisco, Symantec and Netscape. These campaigns resulted in over 2000 certified sales partners for his clients each year. Greg's experience in technology also includes work as a national account manager and later as a channel development executive for Novell, in which he managed over 100 Novell sales partners. Greg has an MBA from the Marriott School of Management at Brigham Young University.