CANDIDATE PROFILE · ANTHROPIC · NOVEMBER 2026

Gary Gatiss

AWS Partnerships & Alliances

Amazon GTM Partnerships · Field Co-Sell · AWS Marketplace

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Anthropic now sits where I've spent five years: an ISV whose growth depends on AWS sellers bringing it into accounts and AWS Marketplace making it easy to buy. I know how to make that work at the field level.

The Anthropic–AWS relationship is enormous at the top: Anthropic has committed to more than $100 billion in AWS spend over ten years, more than 100,000 customers run Claude on Amazon Bedrock, and Claude Platform on AWS now bills through AWS Marketplace and counts toward customers' existing AWS commitments. Its value is realized one account at a time, when an AWS account manager brings Claude into a deal and the customer pays from a commitment it already has. That field-level motion is what I've built and taught.

At **Tackle.io**, the AWS Marketplace category leader, I sold Marketplace transacting and co-sell to ISV sales and alliance leaders and grew ARR **400%** across IBM, Dell, VMware, and Teradata; I helped IBM's operations team stand up multiple AWS Marketplace listings. As **Co-Founder & CRO of AtlasGTM** I owned the AWS alliance end to end: relationships across AWS Marketplace and AMER partner leadership, **$100K in AWS partner funding** through executive sponsorship, customers paying with AWS MDF, and **15+ partnerships**. Today, with Think & Grow, co-creator of the AWS Global Passport Program, I run AWS GTM sales activation for ISVs.

5 YRS Inside AWS Marketplace, private offers & co-sell	**$100K** AWS partner funding won through AWS executive sponsorship	**TENS OF $M** Snap AWS Marketplace volume unlocked by one $275K deal
400% ARR growth selling AWS Marketplace & co-sell at Tackle.io	**15+** Partnerships built from zero at AtlasGTM	**~200** AWS partner-organization contacts mapped

WHAT I BRING

AWS partnership ownership · AWS executive relationships · Field co-sell and account-manager alignment · ACE opportunity management · AWS Marketplace private offers, CPPO, and listings · Committed-spend drawdown · Partner funding, MDF, and programs · Joint business plans and business reviews · GSI, distribution, and reseller partners · AWS seller enablement · Forecasting and operating cadence

ROLE ALIGNMENT

What an Anthropic AWS partnerships role is likely to call for, and the evidence

LIKELY REQUIREMENT	EVIDENCE
Drive AWS field co-sell and partner-sourced pipeline	Engaged AWS account managers across my top 20 targets before a formal partnership existed; five-part account-manager brief and ACE entries AWS acts on. At Snap, an AWS solutions architect brought us into the account.
Own AWS executive relationships	Relationships across AWS Marketplace and AMER partner leadership (named below); won $100K in AWS partner funding, an approval requiring AWS-side executive sponsorship.
Transact through AWS Marketplace and committed spend	Sold private offers, metering, committed-spend drawdown, and co-sell at Tackle.io; helped IBM set up multiple Marketplace listings; a $275K Armory deal opened Snap's Marketplace track; closed eHealth through Marketplace two months early at no discount.
Joint business plans, programs, and funding	Funded a $150K Snap project with the AWS account manager ($75K as Armory licensing); helped RiverMeadow, Eclypses, and Saviynt use AWS MDF to buy; designed a portfolio of AWS-funded ISV programs at Think & Grow.
Enable AWS and Anthropic sellers	Built co-sell enablement for IBM, Dell, and VMware field teams; trained Saviynt, Exclusive Networks, Bizagi, Ab Initio, RiverMeadow, and DDR; authored 20+ playbooks; ran AWS co-marketing webinars, including one with Tackle.
Work the wider ecosystem: GSIs, distributors, resellers	15+ partnerships across Ingram Micro, TD SYNNEX, Carahsoft, Rackspace, DoiT, SADA, SoftwareOne, WWT, and Slalom; co-sold with Accenture and Rackspace; Citrix-era work with Palo Alto Networks, Optiv, Trace3, Infosys, and Wipro.
Forecasting, metrics, and operating cadence	Ran pipeline cadence, forecasting, and weekly deal inspection as CRO; MEDDIC/MEDDPICC practitioner; 169% average quota over nine years at Citrix as an overlay alongside core teams.

HOW I'D RUN THE AWS MOTION FOR CLAUDE

A partnership is worth what the field actually uses. Every lever has to show up in a deal.

AWS LEVER	WHAT I'VE DONE	HOW IT SHOWS UP AT ANTHROPIC
Field co-sell & ACE	Engaged AWS AMs across my top 20 targets; five-part AM brief; ACE entries AWS acts on.	Every eligible Claude opportunity registered with an owner and next step; a partner checkpoint in each regional forecast call.
Marketplace private offers	IBM's Marketplace listings; private offers and metering at Tackle.io; Snap and eHealth through Marketplace.	Marketplace candidates flagged early, with private-offer terms coordinated across the AE, deal desk, and AWS.
Committed spend	Ran a webinar on accessing AWS committed cloud spend; sold committed-spend drawdown at Tackle.io.	Larger, multi-year Claude deals drawn down from customers' existing AWS commitments.
Funding & MDF	Funded a $150K Snap project with AWS; customers used AWS MDF to buy AtlasGTM.	Funded proofs of value and migrations that lower the bar for AWS-sourced Claude deals.
Seller enablement	IBM, Dell, VMware field enablement; 20+ playbooks; co-marketing webinars.	A short, credible Claude pitch for AWS sellers, and the questions that qualify an opportunity.

AWS LEVER	WHAT I'VE DONE	HOW IT SHOWS UP AT ANTHROPIC
Business reviews	Owned forecasting and deal inspection as CRO; ~200 AWS partner contacts mapped.	Joint pipeline reviews with AWS leaders, measured on sourced pipeline and Marketplace revenue.

CORE DIFFERENTIATORS

AWS has vouched for my Marketplace work.

"For any ISV wanting to understand how to build a successful AWS Marketplace business, CloudAtlas is a great place to start." — Lewis Howarth, then WW Leader, AWS Marketplace Scale Adoption, on the company that became AtlasGTM.

AWS sellers bring me into their accounts.

At Snap, an AWS strategic-accounts solutions architect brought us into Snap's team unannounced. I worked with the AWS account manager to fund a $150K project, $75K of it as Armory licensing at no cost to Snap. The playbook: make the AWS seller look good, use AWS funding to remove friction, and land the license.

Overlay selling is my native motion.

At Citrix I sold as an overlay alongside core account teams and became the company's highest cumulative revenue producer at the time of my departure. A partner seat works the same way: make the core seller's number bigger and easier, and they bring you in.

I build the enablement that makes a partner motion scale.

I enabled IBM, Dell, and VMware field sellers on the Marketplace motion, then started a business teaching ISV and channel teams to sell through cloud marketplaces. Getting AWS sellers to position Claude confidently starts with enablement.

AWS NETWORK

Relationships built from the ISV and partner side that I can activate on day one

NAME	ROLE
Arif Razvi	WW Leader, AWS Marketplace Business Development
Matt Yanchyshyn	VP, AWS Marketplace & Partner Services
Lewis Howarth	WW Leader, AI, Marketplace Strategy & Commercial Growth
Allison Johnson	Director, AMER Technology Partners Team
George Maroulakos	WW AWS Marketplace, Center of Excellence — Buyer Experiences
Extended bench	Eamonn Colman, Principal, Tech Business Development · Louise Strandoo, Sr. Manager, Data/Analytics & Storage · Jessica Ruby, AWS Partner Business Development · Robby Gill, Partner Initiatives Manager

FIRST 90 DAYS

Days 1–30 · Map and listen —

Learn Claude on Bedrock, Claude Platform on AWS, and the commercial terms between Anthropic and AWS. Map AWS counterparts by segment and region, audit ACE and Marketplace pipeline with each Anthropic sales leader, and agree how we'll work together.

Days 31–60 · Build the plan —

Refresh the joint business plan with AWS sponsors; give AWS sellers a short Claude pitch and qualification guide; build joint account plans for the accounts with the clearest near-term fit.

Days 61–90 · Prove it in pipeline —

Report AWS-sourced pipeline and Marketplace transactions weekly; close the first co-sold deals with Anthropic AEs; run the first business reviews with AWS leadership.

WHY ANTHROPIC

Claude now reaches enterprises through Anthropic's own sellers and through AWS. More than 100,000 customers run Claude on Amazon Bedrock, and since May 2026 **Claude Platform on AWS** lets customers buy through their existing AWS accounts, billed through AWS Marketplace and counted toward the AWS commitments they already have. That is the motion I've spent five years teaching and running. I want to sell the most important technology of this decade for the company taking its safety most seriously, and I'd like to do it in the seat where I can add the most.

The short version: *five years running AWS Marketplace and co-sell from the ISV seat, a Snap deal AWS credited with unlocking tens of millions, AWS funding won through executive sponsorship, and a career as the overlay who makes core teams' numbers bigger.*