Gary Gatiss

AWS Partnerships & Alliances | AWS Marketplace & Co-Sell | Joint GTM, Partner Funding & Committed-Spend Acceleration

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SUMMARY

Alliances and enterprise sales leader who turns AWS relationships into co-sell pipeline and Marketplace transactions — from the ISV partner seat Anthropic occupies with AWS. As **Co-Founder & CRO of AtlasGTM**, 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** across distribution, services firms, and cloud platforms. At **Tackle.io**, the AWS Marketplace category leader, sold Marketplace transacting and co-sell to ISV sales and alliance leaders — **400% ARR growth** across IBM, Dell, VMware, and Teradata — and helped IBM stand up multiple AWS Marketplace listings. At Armory, a **$275K deal opened AWS Marketplace procurement for Snap**, credited by AWS's account team with unlocking a tens-of-millions track. Today runs AWS GTM sales activation for ISVs at Think & Grow, co-creator of the AWS Global Passport Program. **$335M+ closed; 169% average quota** over nine years at Citrix as an overlay alongside core account teams.

CORE STRENGTHS

AWS Partnership Ownership & Executive Relationships • AWS Field Co-Sell & Account Manager Alignment • AWS ACE Opportunity Management • AWS Marketplace Private Offers, CPPO & Listings • Committed-Spend (EDP) Drawdown • Partner Funding, MDF & Programs • Joint Business Plans & Business Reviews • Partner-Sourced & Partner-Influenced Pipeline • GSI, Distribution & Reseller Partners • AWS Seller & Partner Enablement • Co-Marketing & Webinars • Forecasting, Metrics & Operating Cadence • MEDDPICC

SELECTED WINS

Snap — AWS-sourced and Marketplace-transacted (Armory). An AWS strategic-accounts solutions architect brought us into Snap's Spinnaker team. I worked with the AWS account manager to fund a $150K project — $75K as Armory licensing, no out-of-pocket cost to Snap — and structured a **$275K first deal** that gave Snap, then Google Cloud's largest customer, an AWS Marketplace buying track. AWS's account team credited it with unlocking **tens of millions** in Marketplace volume.

IBM — AWS Marketplace listings and field enablement (Tackle.io). Helped IBM's operations team set up multiple AWS Marketplace listings and best practices, and built co-sell enablement for IBM sales, SE, and marketing teams — part of **400% ARR growth** and President's Club, 2021.

An AWS-backed partner ecosystem from zero (AtlasGTM). Signed partners across distribution, services, and cloud platforms and secured AWS executive sponsorship: **15+ partnerships, $100K in AWS funding**, and customers paying with AWS MDF.

PROFESSIONAL EXPERIENCE

Think & Grow — *Oct 2026 – Present*

Advisor & Operator (Contract), AWS GTM Practice

- Runs **AWS GTM sales activation** for ISVs at the firm that co-created the **AWS Global Passport Program** — a sales-execution workshop with DatologyAI and assessment and strategy sessions with Kiteworks; designed a portfolio of **AWS-funded ISV programs** that extends the alliance beyond Passport.

AtlasGTM & G3 Consulting — *Jul 2023 – Present*

Co-Founder & CRO, AtlasGTM (Jul 2023 – Oct 2026; Advisor, Oct 2026 – Present) / Founder, G3 Consulting

- Owned AtlasGTM's **AWS alliance end to end**: built relationships across AWS Marketplace and AMER partner leadership (a working map of **~200 AWS partner-organization contacts**), won **$100K in AWS partner funding** by securing AWS executive sponsorship, and engaged AWS account managers on co-sell with a five-part account-manager brief and **ACE** entries AWS acts on.
- Helped RiverMeadow, Eclypses, and Saviynt use **AWS MDF** to pay for their AtlasGTM subscriptions, turning partner funding into closed revenue.
- Trained ISV and channel teams on the AWS Marketplace and co-sell motion — Saviynt, Exclusive Networks, Bizagi, Ab Initio, RiverMeadow, DDR; built Exclusive Networks' AWS Marketplace enablement program; authored **20+ playbooks, decks, and enablement assets**.
- Ran AWS GTM co-marketing webinars: the AWS Marketplace motion (with Tackle), accessing AWS committed cloud spend, AWS Marketplace sales activation, and partner strategy for the AWS GTM motion with Jay McBain.

- Sourced and signed **15+ partnerships** across distribution (Ingram Micro, TD SYNNEX, Carahsoft), services firms (Rackspace, DoiT, SADA, SoftwareOne, WWT, Slalom), and cloud platforms; owned forecasting and deal inspection; coached 4 AEs while carrying quota.

Tackle.io *Apr 2021 – Nov 2022*

Enterprise Account Executive, Strategic Accounts

- Sold **AWS Marketplace transacting and co-sell** — private offers, metering, committed-spend drawdown, and CSP co-sell — to ISV sales and alliance leaders; grew ARR **400%** across strategic accounts including IBM, Dell, VMware, and Teradata. **President's Club, 2021.**
- Managed IBM as a strategic account: helped IBM's operations team set up multiple AWS Marketplace listings; built co-sell field enablement for IBM, Dell, and VMware, plus guidelines and materials for Salesforce and Teradata.
- Closed Teradata as a new logo at full list price, clearing onboarding in under two weeks against a 30-day record; co-sold with Accenture and Rackspace.

Armory.io *Feb 2019 – Apr 2021*

Senior Account Executive, Strategic Accounts

- Took a $250K territory to **$2M+ ARR** selling an open-source SaaS platform for the Kubernetes ecosystem; grew **Apple from $0 to $1.2M ARR** and helped move Apple Music workloads onto AWS.
- AWS-sourced, AWS-funded, and Marketplace-transacted **Snap** (above); closed eHealth through AWS Marketplace two months early at no discount; co-sold with Rackspace.

Spico Solutions *Jul 2014 – Feb 2019*

Director of Sales

- Closed **$152M** from the solution-provider side — deal registration, margin, services, and SOWs — led by Citrix NetScaler, with Splunk and big data also in the portfolio; owned Apple and Cisco as global accounts.

Citrix Systems *2005 – 2014*

Strategic Account Executive, Networking & Cloud Group

- Overlay specialist carrying a **$40M quota** alongside core account teams; closed **$183M** and averaged **169% of quota over nine years**; #1 companywide in 2012 (215%); President's Club 2008, 2011, 2012.
- Worked a technology alliance with **Palo Alto Networks** (NetScaler + PANW) and partners Trace3, Optiv, Infosys, and Wipro to open and advance Fortune 500 pursuits; grew **Apple from $1M to $42M** and Cisco from $0 to $3M.

Early Career — Teros, Loudcloud, Grand Central Communications

- **Teros (application security):** a cold call to Warner Bros.' Director of Application Security became a competitive win — overnight evaluation, champion-led urgency, closed near full price in under 45 days through Accuvant (now Optiv).
- **Loudcloud:** $4M+ in multi-year bookings selling one of the first managed cloud services to C-level buyers. **Grand Central Communications:** built nine channel partnerships, including PayPal.

AWS & CLOUD PARTNER ECOSYSTEM

AWS: Marketplace private offers, CPPO, and listings; ACE co-sell and account-manager briefs; partner funding and MDF; committed-spend drawdown; Marketplace enablement; co-marketing webinars. **Multi-Cloud:** Microsoft Azure and Google Cloud Marketplace; collaborated with Google Cloud's Marketplace ISV specialist team. **Distribution, SIs & Resellers:** Ingram Micro, TD SYNNEX, Carahsoft, Exclusive Networks, Accenture, Rackspace, DoiT, SADA, SoftwareOne, Optiv, Trace3, Infosys, Wipro. **Enterprise Accounts:** Apple, Cisco, Google, Oracle, IBM, Dell, VMware, Salesforce, Teradata, American Express, eBay, Snap.

EDUCATION & TRAINING

Cal Poly, San Luis Obispo — B.S., Graphic Communication; Varsity Football Captain
Sales Methodology: Miller Heiman Strategic Selling, Sandler, Wilson Learning; MEDDIC/MEDDPICC practitioner