



Rahul Prakash

Partner Marketing Manager | Ecosystem & Channel Growth Leader | Pipeline & Revenue Acceleration
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Profile

Strategic marketing leader with 15+ years of experience spanning partner marketing, product marketing, content strategy, digital marketing, events, sales enablement, and go-to-market execution. Proven ability to build programs from the ground up, translate complex technologies into compelling narratives, and execute integrated marketing initiatives across partner ecosystems. Experienced creating executive messaging, keynote content, launch campaigns, training programs, partner communications, field events, and digital experiences that drive engagement, adoption, pipeline growth, and revenue. Combines an entrepreneurial builder mindset with enterprise-scale execution across global technology organizations including Intel, Apple, AMD, Qualcomm, Microsoft, Dell, HP, and Lenovo.

Core Competencies

- Partner Marketing Strategy
- Product Marketing
- Content Strategy & Storytelling
- Executive Messaging & Keynotes
- Partner Communications
- Cloud & Data Center GTM
- Product Launch Strategy
- Sales & Technical Enablement
- Customer Value Propositions
- Competitive & Market Intelligence
- Partner & Alliance Marketing
- Content Strategy & Development
- Executive Communications
- Demand Generation & ABM
- Cross-Functional Leadership

Professional Experience

Director of Operations – Unique Video Kreations

September 2025 — Present

- Lead day-to-day operations and growth strategy for a video production and marketing agency serving B2B, corporate, small business, wedding, and special-event clients across Florida and select out-of-state markets.
- Expanded the agency beyond traditional video production into content creation, social media management, product marketing, influencer marketing, and integrated digital marketing services.
- Own client strategy and account management from discovery and proposal development through campaign planning, production, delivery, and ongoing marketing support.
- Develop video and content marketing strategies for businesses, including product promotions and launches, customer case studies, social campaigns, corporate communications, sales enablement, training, and branded content.
- Advise clients on brand positioning, go-to-market messaging, digital content, social strategy, and audience engagement, connecting creative execution to broader business and marketing objectives.

Senior Partner Marketing Manager - Global Silicon Partner Lead, Insight Enterprises

August 2024 — September 2025

- Led product and go-to-market marketing across Intel, Apple, AMD and Qualcomm technology portfolios, translating complex AI, client computing, server, infrastructure and silicon capabilities into customer value propositions, integrated campaigns, sales plays, technical storytelling and enablement.
- Developed product messaging, executive presentations, technical content, launch assets, sales enablement and campaign frameworks that enabled sellers to communicate complex AI PC, infrastructure and enterprise technology capabilities to technical and business audiences.
- Partnered across product, sales, alliances, engineering-adjacent technical teams, operations and executive stakeholders to align product priorities with market opportunities and execute GTM programs across enterprise and public-sector audiences.
- Owned joint GTM strategy supporting approximately \$450M in annual partner pipeline across strategic technology ecosystems.
- Directed approximately \$18M in annual partner marketing investment, prioritizing demand generation, ABM, product launches, digital programs and field activation based on business opportunity and ROI.
- Launched integrated GTM programs contributing to a 10% increase in sourced pipeline and 35% YoY revenue growth across targeted enterprise technology portfolios.
- Built executive dashboards and QBR narratives connecting marketing activity to sourced pipeline, influenced revenue, product adoption, partner engagement and investment ROI.

Key Accomplishments

- Conceived and launched WhyvPro.com from the ground up to solve market awareness and seller adoption challenges around Intel vPro technology, ultimately influencing more than 70% of Insight's vPro sales and generating over \$60M in business impact.
- Received Intel Marketing Partner of the Year recognition twice for delivering innovative partner marketing programs that accelerated pipeline growth, partner engagement, and technology adoption.
- Led marketing strategy, messaging, content development, video production, and partner activation supporting Intel's Meteor Lake and Lunar Lake launches, helping me win Intel's 2024 National Marketing Impact Award.
- Created workplace modernization, AI PC, and esports makeover campaigns that generated more than 1,700 qualified leads and achieved an 28X return on marketing investment.
- Helped move Insight's Intel server business to the #1 position within the channel through strategic marketing, partner enablement, demand generation, and field activation programs.

- Supported programs that helped elevate Insight's AMD server business from 6th to 2nd in channel ranking through targeted GTM initiatives and partner activation.

Partner Marketing Manager - Intel® & Cisco, Insight Enterprises

April 2022 — August 2024

- Managed the Cisco marketing partnership alongside Intel, supporting Cisco's full product and software portfolio, including security software, networking, collaboration, data center solutions, and Enterprise Agreements.
- Owned joint partner GTM planning and MDF-funded execution across digital demand generation, eCommerce, ABM, webinars/events, field activation, content, partner communications, and sales enablement.
- Led a Cisco Security Makeover campaign featuring an interactive Cisco Security game built to educate prospects and capture demand; generated 1,200+ qualified/form-fill leads, supported creation of two customer case study videos, and contributed to \$18M in revenue.
- Led Cisco eCommerce campaign strategy and execution; the program was nominated for Campaign of the Year in 2023.
- Translated Cisco security and software priorities into partner-ready messaging, campaign assets, digital content, presentations, and seller enablement designed to improve adoption and opportunity creation.
- Partnered with Cisco stakeholders and Insight sales, product, operations, field marketing, and creative teams to align quarterly priorities, launch integrated programs, and support measurable pipeline and revenue outcomes.
- Tracked lead generation, sourced/influenced pipeline, revenue, engagement, and MDF performance using Salesforce, Marketo, and reporting dashboards; used results to optimize investment and communicate program impact.
- Owned Intel partner marketing strategy driving \$250M+ in sourced and influenced pipeline and managed approximately \$4M in annual Intel MDF across enterprise client and data center portfolios

Senior Intel® Marketing Specialist, Insight Enterprises

June 2019 — April 2022

- Executed integrated partner marketing programs across Intel client and data center portfolios, contributing to enterprise pipeline growth through demand generation and ABM initiatives.
- Developed sales enablement and thought leadership content aligned to channel priorities, improving field engagement and solution positioning within the VAR ecosystem.
- Supported MDF-funded campaigns and field events, tracking sourced pipeline and campaign ROI to optimize performance and partner contribution.
- Collaborated within a matrixed environment across sales, product, and vendor stakeholders to execute GTM strategies that strengthened Intel's channel presence.

Intel® Marketing and Campaign Manager, PCM (TigerDirect)

June 2019 — December 2019

- Executed co-branded Intel demand generation programs across client and data center portfolios, contributing to pipeline growth within enterprise and mid-market accounts.
- Supported GTM planning and field marketing activations aligned to quarterly revenue objectives.
- Collaborated across sales and vendor stakeholders in a matrixed environment to deliver integrated campaigns that increased partner engagement and solution visibility within the channel ecosystem.
- Supported campaigns contributing to 28% YoY growth within Intel portfolio segment.

Founder & Director of Marketing & Business Development, High-Fi Information Systems (High-Fi Marketing)

March 2012 — May 2019

- Founded and scaled a marketing services firm to \$250K+ annual revenue, achieving consistent 25% YoY growth through strategic client acquisition and account expansion.
- Led an 8-person cross-functional team delivering integrated marketing programs across hospitality, healthcare, retail, media, and entertainment sectors.
- Secured and managed marquee accounts including Hilton Tampa, Visit Tampa Bay, Freedom Health, Busch Gardens, and regional retail destinations.
- Directed integrated multi-channel marketing initiatives (digital, experiential, and out-of-home) aligned to measurable client growth objectives and ROI outcomes.
- Oversaw full P&L responsibility, vendor partnerships, contract negotiations, and long-term client retention strategy.

Education

Management Information Systems

University of South Florida

August 2005 — May 2009

Awards & Recognition

Intel Channel Partner - Marketing Partner of the Year (2x)

Intel National Marketing Impact Award

Insight Marketing Partner of the Year (2x)

Cisco – Channel Campaign of the Year (Nominated)

Tools & Platforms

- Salesforce (Certified)
- CRM Analytics & Reporting
- Tableau
- Power BI (Certified)
- Marketo (Certified)
- Google Analytics
- Excel (Advanced)
- Partner Portals
- Marketing Automation Platforms

Leadership & Community

- Founder – US–South Asian Chamber of Commerce
- State Director (Florida) – Miss India Worldwide (2014-2016)
- JDRF Corporate Ambassador