



# Rahul Prakash

**Partner Marketing Manager | Ecosystem & Channel Growth Leader | Pipeline & Revenue Acceleration**  
Greater Tampa Bay Area, United States | rahulprakashster@gmail.com | 813-403-7573  
[LinkedIn.com/in/therahulprakash](https://www.linkedin.com/in/therahulprakash) | Portfolio: [www.RahulPrakash.info](http://www.RahulPrakash.info)

## Profile

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Results-driven Partner Marketing Leader with 10+ years driving pipeline growth and revenue impact across enterprise channel ecosystems. Experienced activating VARs, ISVs, and strategic partners through MDF-funded demand generation, ABM, and integrated GTM programs. Proven ability to translate partner strategy into measurable sourced and influenced pipeline while operating cross-functionally across sales, product, and operations teams in matrixed global environments.

## Core Competencies

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- Partner & Ecosystem Marketing Strategy
- Pipeline & Revenue Growth
- MDF Budget Planning & Optimization
- Channel Activation (VARs, ISVs, Enterprise Accounts)
- Demand Generation & ABM
- Enterprise GTM Execution
- Cross-Functional Leadership (Matrixed Organizations)
- Performance Analytics & ROI Optimization
- Sales Enablement & Partner Enablement

## Professional Experience

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

August 2024 — September 2025

- Owned joint partner marketing strategy driving \$450M FY pipeline contribution across Intel, Apple, AMD, and Qualcomm ecosystems.
- Directed \$18M annual MDF investment strategy, allocating across demand generation, ABM, digital, and field activations to maximize pipeline ROI.
- Launched integrated campaigns generating 10% increase in sourced pipeline and 35% YoY revenue growth across targeted enterprise solution portfolios.
- Operated within a matrixed global organization, influencing sales, product, and operations stakeholders to align GTM execution with revenue targets.
- Established performance dashboards tracking sourced pipeline, influenced revenue, MDF ROI, and partner engagement metrics to inform quarterly investment decisions.

### Partner Marketing Manager - Intel®, Insight Enterprises

April 2022 — August 2024

- Owned joint Intel partner marketing strategy driving \$250M+ in sourced and influenced pipeline across enterprise client and data center portfolios.
- Managed \$4M annual MDF budget, allocating funds across ABM, demand generation, field events, and digital campaigns to maximize revenue impact.
- Activated national VAR and channel ecosystem to drive 10% YoY growth in Intel-led solutions within enterprise accounts.
- Partnered cross-functionally across sales, product, and operations in a matrixed environment to execute integrated GTM programs aligned to pipeline and revenue targets.
- Tracked campaign performance across sourced pipeline, influenced revenue, and partner engagement metrics, optimizing spend to improve conversion and velocity.
- Recognized with multiple Intel Marketing Partner of the Year awards for delivering measurable pipeline growth and strengthening Intel's channel presence.

### 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

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#### 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)**

### 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