

## **Tori Eggleston, Principal**

For over 15 years, Tori Eggleston has taken a hands-on approach to identifying new routes-to market, developing compelling marketing strategies and delivering profitable initiatives within channel and direct organizations.

Tori's clients include: the top two IT distribution companies, industry's leading mid-range server manufacturers, a leading networking company, and 7 of the 10 largest worldwide software companies. She has international experience within Europe, Latin America and North America. Consulting engagements target three key areas: repeatable solution marketing strategy, compelling content initiatives and market intelligence driven demand generation. Tori is currently involved in:

- ◆ Creating and implementing channel programs including multi-participant funded alliances, co-selling technology demonstration locations and public relations events.
- ◆ Defining and implementing selling and marketing return-on-investment tools to create a management-informed, sales motivating environment across product lines and business units.
- ◆ Collaborating with industry experts to deliver compelling content for high-demand technologies.

Tori also facilitates the following workshops: "Repeatable Solution Marketing Strategies", "Leveraging Regulatory Compliance to develop Trusted Advisor Status"; and "The How & Why of ROI for Solution Selling".

Tori began her career in information technology as a marketing strategist for the National Accounts Division with MicroAge Pinacor in Arizona. In 1991, after 10 successful years as an entrepreneur, she went to work for a distribution organization in Tempe with responsibility for the IBM relationship. In 2003, she joined IDL in London as a consultant working on a variety of business development projects. Her responsibilities included building then managing the consulting practice for the IDL's North America office. In 2004 Tori joined NewLeaf Partners as a Principal.

Tori is Certified in the Signature Selling Methodology. She has held leadership positions in several professional and community organizations, including Executive Women International (EWI), the United Cerebral Palsy Foundation and Barrow's Neurology at St. Joseph's Hospital.

The author of numerous articles, Tori has also published and keynoted on numerous occasions for professional and community events.