

JACQUELINE BRIGHT

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WORK EXPERIENCE

ARCTIC WOLF | Austin, TX**DIRECTOR, BRAND PROGRAM & SPONSORSHIPS | JANUARY 2024 - PRESENT**

- Restructured Arctic Wolf's Sponsorships program to drive 103% more sourced pipeline.
- Developed social and brand campaigns in partnership with Red Bull Racing, Meyer Shank Racing, The Vikings and The Wild to drive 1.3M+ impressions and a Q1 value of \$91M+.
- Partnered across orgs to remove business risk and streamline processes to drive enhanced outcomes of CXO events.
- Launched partner incentives to drive \$8.3M in pipeline with a 20% close rate.
- Managed corporate marketing team budget, QBR reporting cycle, and strategy for major tradeshow such as RSA and BlackHat.

VMWARE | Austin, TX**SR MANAGER, STRATEGIC BRAND PARTNERSHIPS | AUGUST 2022 – JANUARY 2024**

- Developed brand, social, communications, content, and event strategies to drive success at Explore, as well as in our McLaren Racing and 49ers sponsorships, enhancing brand recognition leading to 900M social and broadcast impressions (\$3M in ad value).
- Led a team in organizing and executing 15+ CXO events annually with 250+ attendees. These events generated \$1B in influenced pipeline per year; 5x higher than comparable accounts that do not attend, with a 38% close rate.
- Implemented streamlined processes and tools to eliminate manual work and ensure efficiency in delivering events and partnership narratives.

VMWARE | Mountain View, CA**SR GLOBAL PROGRAM MANAGER - INCENTIVES | DECEMBER 2021 – AUGUST 2022**

- Led a team of 7 to drive transformative initiatives in the incentives programs, catering to all partner types (50K+ partners) across the customer lifecycle.
- Managed a \$300M budget, resulting in a quarterly sell-through pipeline of \$2B.
- Developed comprehensive internal and external training, marketing collateral, and communication strategies for all 15 programs.
- Designed innovative tools to streamline the partner and internal teams' workflow, eliminating manual work.

VMWARE | Mountain View, CA**CUSTOMER LIFECYCLE INCENTIVES MANAGER | MAY 2021 – DECEMBER 2021**

- Day to day management of the VMware Marketing Development Funds program and Big Bets program to improve partner experience and drive \$1.5M in quarterly pipeline.
- Development of communications and marketing materials for all 12 of VMware's incentive programs including PR, internal communications, infographics, and content for incentives sessions at VMworld.
- Implementation of a VMware college student mentorship program with 70+ students to find creative solutions to back burner projects.

VMWARE | Mountain View, CA**WORLDWIDE DEVELOPMENT FUNDS (MDF) MANAGER | JUNE 2019 – MAY 2021**

- Significantly improved partner satisfaction in the VMware DF program by implementing new policies, platforms, and programs based on comprehensive analysis, surveys, competitor research, and focus groups.
- Elevated the program's image through the creation of impactful content including compelling messaging, informative guides, user-friendly tutorials, engaging social media content, and the successful organization of multiple global events with 10K+ attendance.
- Successfully managed the post-Covid-19 process to safely resume 2K partner events per quarter.

PRAMATI TECHNOLOGIES | Mountain View, CA**MARKETING DIRECTOR: SPOTCUES, THUMBSIGNIN, CHATLETS | SEPTEMBER 2018 – JUNE 2019**

- Created brands for 4 SaaS startups, handling everything from messaging and websites to SEO optimization and lead generation materials.
- Collaborated with a PR agency to establish brand recognition for business units, resulting in 350+ media impressions through media mentions and byline placements.
- Successfully oversaw the implementation of major brand programs, such as Brown-Forman and NBCU's How to Train Your Dragon, resulting in high engagement and repeat business.

PRAMATI TECHNOLOGIES | Mountain View, CA**SR MARKETING EXECUTIVE: REVE MARKETING | MAY 2016 – SEPTEMBER 2018**

- Led a design team in developing the brand image for Reve Marketing, a marketing tech company. This involved creating the website, designing various sales collateral, and significantly boosting social media engagement.
- Collaborated with the VP of Products to successfully create and launch four new products. This included overseeing product management, product marketing, and consumer implementation.
- Achieved repeat business by effectively managing programs for clients such as PepsiCo and Bimbo Bakeries.

PRAMATI TECHNOLOGIES | Mountain View, CA**MARKETING EXECUTIVE: REVE MARKETING | MAY 2015 – MAY 2016**

- Developed a monthly blog and newsletter, reaching over 1,000 potential customers each month.
- Executed successful email marketing campaigns, resulting in 15 new enterprise clients.
- Generated buzz around Reve through the creation of webcasts, articles, and case studies

EDUCATION

SANTA CLARA UNIVERSITY | March 2018

MBA: Marketing Concentration

EXTRA-CURRICULARS: Women in Business, Supply Chain Management Association

SANTA CLARA UNIVERSITY | June 2015

BSc Marketing and Communication, Cum Laude

HONOR SOCIETIES: Panhellenic Honor Society, Lambda Pi Eta (Communication Honor Society), VP, 2014 – 2015

STUDY ABROAD: London (2013) Traveled to 12 countries in four months, studied global business and marketing

EXTRA-CURRICULARS: Kappa Alpha Theta (scholarship, recruitment & philanthropy committees), Intramural sports, Resident Advisor

CERTIFICATES

Google AdWords, Analytics, Marketing Platform, My Business, Digital Sales

Master Diploma – Photoshop, InDesign, Illustrator

AWARDS

AUSTIN CHANGE MAKERS | 2025

Austin Woman's Change Makers List, comprised of women who are making significant and intentional strides to uplift Austin's community.

STEVIE AMERICAN BUSINESS AWARDS – MARKETER OF THE YEAR | 2024

Received the Bronze Stevie American Business Award - Marketer of the Year out of 3,700 nominees for the VMware Sponsorship program

CRN WOMEN OF THE CHANNEL | 2021, 2022, 2023, & 2024

Recognizes IT channel leaders for innovation, vision, thought leadership, strategy and channel advocacy

VMW EPIC AWARDS | 2019, 2020, 2021, 2022 & 2023

Recipient of the VMware Tenacity (2019), Execution (2019), Passion (2029) Act to Impact (2021), Customers (2022) At our best (2021, 2022, 2023) awards for various VMware projects

SCU GUEST LECTURER | 2019 - Present

Santa Clara University guest lecturer for topics including branding, data analysis, & event marketing

PRAMATI STAR RECIPIENT | 2019

Given to the most exemplary employee of the year out of 1,500

KAΘ 35 UNDER 35 RECIPIENT | 2019

35 Kappa Alpha Theta members under 35 chosen from all members nationally for their accomplishments

KAΘ FOUNDERS AWARD | 2015

Member of 200-person chapter who best embodied the pillars of scholarship, leadership, personal excellence, service, & sisterhood

SCU EMERGING LEADERS PROGRAM | 2011

1 of 20 students selected to partake in the enhance leadership abilities out of a class of 1,500

VOLUNTEER WORK

SANTA CLARA UNIVERSITY**BOARD OF DIRECTORS | 2021 – 2024**

Enhancing student, faculty, and alumni experience with the university through new program implementation

KAPPA ALPHA THETA**MARKETING ADVISOR | 2018 – Present**

Work with Eta Lambda chapter exec to help them reach fundraising, branding, and marketing goals

AMIGO KIDNEY FOUNDATION & INSPIRE THERAPY**MARKETING CONSULTANT | 2016 – 2017**

Worked with board on strategies for new website design, promotional materials, and social strategy

EL PASO CLEFT PALATE ASSOCIATION**MARKETING ADVISOR | 2015 – Present**

Developed ideas and content to better market services