

Meet Abby. She's a Channel Account Manager



As Channel Account Manager for Spacely Space Sprockets, Abby is focused on maintaining and growing her assigned partners — RocketZone and Astro Solutions. Reporting directly to the VP of Channel Sales, Abby needs to be able to accurately forecast growth.

She is in need of more efficient ways to both develop and deliver growth plans with partners while training and enabling them to grow in ways that are mutually beneficial.

When Abby meets with her boss, he's always going to ask her how much revenue they'll be getting from

RocketZone next quarter, and what percent increase that revenue is quarter over quarter and year over year.

Abby is outgoing, vivacious, and great at building relationships. When RocketZone and Astro Solutions think of Spacely Space Sprockets, they think of Abby. Abby is committed to growing her channel business not only because she is compensated by her partners' revenue growth, but also because she genuinely cares about her partners.

Abby likes to have fun, but she is extremely hardworking, putting in long hours both in and out of the office, traveling to meet with her partners on site, and attending their events.

Abby gets all of her news and information online. Some of her favorite sources include Inc. and Mashable, but her go-to source for answers is always Google. Abby is very active on LinkedIn, and she uses Facebook for personal connections. She technically has a Twitter account, and she uses it in spurts, but it typically falls to the wayside.

Abby is motivated not only by money, but also by exceeding her goals. She's competitive and loves being known as the account manager with the most lucrative partnerships.

Abby is equally comfortable on the phone, in-person, or via email. Don't be surprised if you receive late night or weekend emails from her — she doesn't really have an "off" switch. For this, her partners love the attention she gives them.