



MATT VAILLANCOURT

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Summary

Cybersecurity and SaaS sales leader with 15+ years of experience building revenue engines, scaling managed services divisions, and leading high-performing global sales teams. Skilled in developing modern GTM strategy, expanding partner ecosystems, and driving sustained growth across MSPs, MSSPs, VARs, distribution, and enterprise. Known for combining storytelling, buyer psychology, and data-driven execution to elevate seller performance and accelerate adoption. Recognized CRN Channel Chief, board advisor, and trusted industry voice. I lead from the front as an active seller while coaching teams to sell with clarity, intention, and trust.

Core Competencies

Revenue Leadership

- GTM Strategy
- Enterprise Sales
- Forecasting
- Pipeline Rigor
- Cross-Functional Alignment

Channel & Ecosystem Growth

- MSP/MSSP Programs
- Distribution & VAR Strategy
- Marketplace GTM
- Co-Sell Motions

Seller Development & Sales Enablement

- Consultative Selling
- Playbooks & Training
- Corporate Storytelling
- Salesforce Optimization
- Leadership Coaching

Data, Systems & Revenue Architecture

- Reporting & Dashboards
- Sales Process Design
- Market Analysis
- Recurring Revenue Models

Experience

SonicWall | Milpitas, CA

Sr. Director, Global Managed Security Services

02/2024 - Current

- Built global MSS division (MXDR, MDR, SOCaaS, EDR, Cloud Security), generating \$35M ARR in year one.
- Scaled the MSS sales organization from 1 to 20+ sellers across four regions with under 5 percent attrition.
- Drove 50 percent net-new subscriber growth in three quarters by redesigning partner incentives and engagement motions.
- Achieved 98 percent partner retention through structured customer success playbooks.
- Built data-backed communication dashboards to inform executive decision-making on adoption, sentiment, and engagement.
- Served as the cross-functional integrator reporting directly to the CRO and shaped the cross-functional GTM plan, messaging, partner enablement, and internal narrative.
- Built and delivered communication playbooks, internal announcements, executive messaging, and partner-facing content for global audiences.
- Created structured content frameworks supporting product launches, sales updates, alignment calls, QBRs, and major cross-functional initiatives.

SonicWall | Milpitas, CA

Sr. Director, North America Sales

01/2020 - Current

- Directed a 30+ person North American channel sales organization across NSP, VAR, and distribution, driving consistent YoY growth.
- Built strong internal communication rhythms (weekly business reviews, sales narratives, leadership updates) to keep cross-functional teams aligned with executive vision.

- Delivered 10% YoY growth in NSP (CDW, SHI, Insight, Connection) in 2021 and 8% in 2022.
- Spearheaded the integration of SonicWall's new MSSP offering into the GTM model in under six months, aligning sales, marketing, and executive leadership.
- Designed Salesforce-based enablement programs that improved forecast accuracy by 22% and shortened sales cycles.
- Drove three consecutive years of NSP upgrade sales growth (32%, 11%, 8%).

D-Link Systems | Fountain Valley, CA
Sr Director of Business Sales
 02/2019 - 01/2020

- Launched a new SaaS cloud platform, generating a \$2M+ pre-launch pipeline and driving rapid adoption across enterprise and distribution.
- Oversaw enterprise and distribution teams producing \$35M+ annual revenue at 13% YoY growth.
- Built and scaled the SLED program, generating \$6M+ net-new pipeline within 12 months.
- Closed \$8M+ in enterprise VAR/MSP projects through executive-level negotiations.
- Partnered across product, marketing, and sales to shape launch messaging, value stories, and cross-functional alignment.

D-Link Systems | Fountain Valley, CA
Director of US Distribution
 05/2015 - 02/2019

- Managed a \$35M+ distribution channel with 13% YoY growth while expanding the VAR ecosystem by 20%.
- Negotiated national contracts with Ingram Micro, TD SYNnex, ADI, Anixter, and CDW, driving 20% YoY revenue growth.
- Built and led the Channel Account Manager team, maintaining consistent quota attainment across major distributors.
- Implemented internal communication cadences to improve program adoption, distributor engagement, and channel readiness.

D-Link Systems | Fountain Valley, CA
Sr. Channel Account Manager
 10/2010 - 05/2015

- Delivered over 20% year-over-year revenue growth for three consecutive years through distributor partnerships.
- Designed promotions generating 30–50% burst sales growth during campaigns.
- Created the SLED program, achieving 80% year-over-year growth from 2013 to 2014.
- I mentored channel sales specialists, improving retention and performance.

Ingram Micro | Williamsville, NY
Market Development Specialist II
 08/2006 - 10/2010

- Delivered 50% year-over-year revenue growth across vendor lines; exceeded sales goals for six consecutive quarters.
- Created contests and incentives that drove 20%+ revenue above forecast.
- Secured MDF funding for campaigns that delivered over 25% monthly sales growth for eight months.

Industry Recognition & Leadership

- CRN Channel Chief, 2019
- **Board Advisor:** SIA Data Privacy & Security Advisory Board (current)
- **Board Member:** CompTIA Channel Advisory Board (2016–2018)
- Frequent industry **speaker, podcast guest, and keynote presenter** on MSSP/channel transformation

Education and Training

Erie Community College | Buffalo, NY |
 Criminal Justice