



## Biography: Timothy B. Steele

*“An industry recognized leader in technology partnerships & alliances”*

Transitioning out of prominent executive leadership roles Tim started ARM Partners to assist technology executives build, operate and optimize their unique partnering challenges and opportunities. ARM was established to tackle the full value chain of the partnership function from strategy, staffing, operations to digital marketing.

Tim has enjoyed a broad foundation of leadership experience with both larger Fortune 100 size companies, including CA Technologies, IBM, Motorola and Siemens, along with entrepreneurial private equity backed companies. A versatile, performance driven executive with broad international experience and domain expertise across technology infrastructure, software and services including cloud and subscription based delivery models. Tim’s functional depth and experience is uncommon with key top senior leadership roles across Sales, Marketing, General Management, Alliances, Business Development and as a Chief Executive Officer. Across this broad base of experience is a track record of consistently delivering material results with professionalism and integrity.

A recognized leader in defining, building and operating **impactful technology alliance partnership strategies and operations**, Tim’s experience includes leading teams to define partnership frameworks, manage complex ecosystems, establish end-to-end partner infrastructures, build adaptable and relevant global partner programs, design comprehensive go-to-market-strategies, and develop blended solutions that create incremental joint value. Tim has a history of instituting a repeatable and pragmatic alliance framework that delivers positive business outcomes for the business and partners while promoting profitable growth for clients.

Most recently, Tim headed the Partnership function at CompuCom Systems a \$4.5b services and infrastructure provider. Previously, Tim was the Senior Vice President of the Strategic Alliance and Business Development function at CA Technologies, an IT management software and solutions Company. His responsibilities included: developing and growing broad alliances with leading global technology companies, enabling inbound partnerships in support of the CA business units and all operational aspects of CA’s independent software vendor ecosystem. Under his leadership, CA grew new and existing partnerships with companies such as: Amazon Web Services, Cisco, Citrix, Huawei and SAP. At CA, Tim led the implementation of a new and

highly innovative “development partner ecosystem” program with significant strategic value to the company, creating a new avenue for partner-delivered software innovation.

Prior to CA Technologies, Tim served as the SVP of Strategic Alliances and BD at Siemens AG (Siemens Com & Siemens Enterprise Communications units), a market leader in unified communications software and services. Here, Tim led the development and growth of go-to-market partnerships with leading system integrators, enterprise software vendors and service providers with a global presence. Under Tim’s leadership, the Alliance business became one of the most successful revenue growth engines across Siemens, forming new strategic relationships that spanned Accenture, AT&T, British Telecom, IBM and Verizon Business.

Prior to Siemens, Tim acted as lead principle in a telecom consulting company, Steele Advisors. Through his primary engagement with BroadSoft Inc. (recently acquired by Cisco), Tim led key strategic planning and business development projects, supporting the CEO directly. Tim also served as President and General Manager for the U.S. subsidiary of NetCentrex (now part of Mavenir), and CEO of Tundo, a venture-backed telecommunications software company located in Boston, MA. Earlier in his highly successful career, Tim worked with IBM, rapidly advancing from individual sales contributor roles to sales management, area staff and regional general management.

Tim holds a Bachelor of Business Administration (BBA) degree from James Madison University in Harrisonburg, Virginia, and he has completed graduate work at Loyola College in Baltimore, Maryland with continuing studies at Stanford University in Palo Alto, California.

Tim currently resides in the Northern Virginia area with his wife and two daughters.