

Alicia Paterson

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Innovative, result-oriented, dynamic, global IT executive with over twenty years of experience; Seeking a challenging global Digital Transformation and Business Leadership role to utilize expertise in cloud migration, complex deal selling, and strategic consulting to secure large partnership commitments and help shape the future of businesses.



Strengths include exceptional leadership development skills; executive communications; creating strategies, structure, solutions and impact in ambiguous business environments.

- 10 years in technology industry sales for Cloud SAAS and IAAS products, supporting delivering >\$500M in new revenue opportunities
 - 15 years designing & implementing cloud transformation and migration programs at scale in global organizations (eg Starbucks, AT&T, Experian)
 - 20 years of digital strategy and product development with skills spanning marketing, operations, product development and program management
- Digital Strategy
 - Design Thinking
 - Business Innovation
 - Value Engineering (ROI, TCO)
 - Agile Leadership
 - Program Management

Google USA

Jan 2016 - Mar 2023

Cloud Transformation Magician

2020-2023

Delivered \$500M+ revenue pipeline through digital strategy & cloud transformation consulting engagements at Google's largest and most strategic global customers.

- Designed and implemented high impact cloud transformation programs spanning across Google/ Alphabet sales, product, technology and customer success teams
- Proven ability to quickly build peer based business relationships with C-level executives. Led substantial tracks at multiple Executive Briefings, delivered with creativity, magic and panache with outstanding feedback, delivering \$200M+ of new revenue opportunities
- Created and delivered a design-thinking-based business innovation consulting program for Google Cloud sellers, implemented in 50+ deal pursuits in 2022
- Designed and delivered internal training on design thinking, agile development, growth mindset, change management & business storytelling
- Top-rated internal coach with over 70 sessions with Google Senior Managers and Individual Contributors; consistently rated above 4.5/5

Head of Digital Transformation

2016 - 2020

Led development and growth of consulting team in North America spanning pre and post sales motions at Apigee (acquired by Google Cloud in Nov 2016)

- Built go to market model and engagement programs for \$100M+ global sales org of 200 people

- Accelerated successful complex enterprise software sales to top fortune 500 companies in US (Starbucks, Fox, Experian, Allstate, Nationwide, AT&T, Charles Schwab, Humana)
- Established thought leadership programs supporting sales and eminence strategy; produced or delivered executive podcast, webinars, conference engagements and blog posts
- Developed high-performing, highly rated team maximizing the full potential of individuals to consistently deliver in dynamic operating environment

GSMA USA

Nov 2013 - Nov 2015

Business Development Director

Provided business management and operations consulting for global mobile trade association, event and managed services business including strategy and market analysis, deal sourcing, and deal execution.

- Built SAAS Marketplace product: owned market analysis, business case, board submission and approvals.
- Produced thought leadership conference attended by over 50 C-suite/ C-1 execs from global mobile and internet innovation ecosystem

WMC Global USA

Apr 2013 - Nov 2013

VP, Strategy and Development

Led planning and development of business development and organizational capability towards new growth markets. Successfully initiated market entry into Asia.

Alicia Paterson Consulting

2011 - 2013

Product Strategy and Development

Self-employed, providing consultation on product strategy & development for a number of start-up and global organizations.

SingTel Optus Australia

2001 - 2011

Head of Product: Enablers and Applications

2009 - 2011

Led strategic definition of SingTel regional Digital Media (Digital Life) Service Enabler roadmap

- Directed strategic planning of future Digital Media services, \$50M of capital
- Successful on time & budget delivery of 3 large infrastructure programs \$10M+
- Delivered first mobile self-service application in Australian market; 100K users in 9 weeks, number one free app for 3 weeks and number one utility app for 8; Delivered 5 iOS and Android apps in first 15 months to over 750K unique users
- Led industry initiative to create new standards and process for Premium Rate SMS business; cross carrier adoption saw over 60% increase in consumer satisfaction in first 10 months
- Recipient of 2009 ACOMMS Award by Australian Communications Alliance - 'Innovation in Content Delivery and Services through Partnerships'

Education

Master of Science (ICT), 2008 (3.5 GPA)

Diploma in Business (Marketing)

Diploma in Visual Arts

University of NSW

Hornsby TAFE

Queensland College of Art

Training and Certifications

LEAD Certificate

The Leadership Consortium Certificate

USA Private Pilot

Bareboat Certified

Stanford Graduate School of Business

TLC, Harvard Business School

FAA, USA

American & US Sailing Association