

Norma Watenpaugh

Norma Watenpaugh is the founding principal of Phoenix Consulting Group, a firm that specializes in partnering and marketing consulting services and has extensive experience in developing partner strategies, alliance management tools and program design. Phoenix Consulting Group is an IDC Authorized Implementation Partner, a select group of independent consultants and consulting organizations that provide implementation services to complement IDC research and advisory services. Prominent clients include Adobe Systems, Cisco Systems, SAP and UPS.

In her corporate career, Ms. Watenpaugh has built partner programs in startup environments and has scaled those programs to handle the needs of very large partner communities, leveraging hundreds of millions of dollars of revenue. Her twenty-five years of professional experience includes executive positions at Sun Microsystems, Amdahl Corp. and BEA Systems where she launched the acclaimed Star Partner program. She teaches alliance seminars for the Marketing Educational Series for Entrepreneurs, the SBA*Cisco Systems* San Jose Entrepreneur Center, and San Jose State University Professional Development.

She was a Regents Scholar at the University of Nebraska with a B.S. in Physical Sciences and has an MBA from Santa Clara University. She is also past President of the Silicon Valley Chapter of the Association of Strategic Alliances Professionals and currently a member of the global board of directors and serves as Best Practices Editor.