

## SHAR YORGEY



**Job:** Lead, Global Partner Marketing

**Company:** Loqate, a GBG solution

As a seasoned Partner Marketing Lead, I bring a strategic approach to partner life cycle management and program development. With a proven track record of driving revenue growth and achieving ambitious revenue goals, I excel at crafting and

Kind

Impatient

Seasoned

**The skills I use most in my job...**Strategic thinking

- Program development
- Relationship management
- Council

**The most interesting thing I've worked on in my career so far...**I have built many global partner programs during my career. One of the most fun and rewarding areas was developing a go-to-market strategy and implementation plan for several emerging markets. The diversity, cultural and economic differences between markets was remarkable and educational.

**What inspired me into digital and tech...** Living in Silicon Valley California and starting at a time when technology was really taking off, it felt like a natural transition to move into the Hi-tech space where I have worked my entire career.

**My educational background is...** My educational background includes Business Administration, with a minor in Marketing, Biblical studies, and certified in special needs professional with comprehensive training in supporting individuals with diverse developmental and cognitive challenges

**What advice I'd give to girls thinking about a career in digital and tech...** The hi-tech industry offers so many options to really go deep into a specific practice like graphic arts, engineering, social media marketing, etc. You can become a leader if you stay committed to a functional area. I've chosen to go broad which works well within the channel marketing space.