

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.