

MINJI SEO 徐旻志 서민지

CHANNEL & ALLIANCES MANAGER | AWS · GOOGLE CLOUD · ZENDESK · ATLISSIAN

Shenzhen, China (relocating to Seoul) [linkedin.com/in/minjiseobusiness/](https://www.linkedin.com/in/minjiseobusiness/) AND minji-seo.squarespace.com

SUMMARY

Partner-side channel manager with 7 years at a Greater China VAR, owning the full vendor relationship for hyperscaler and SaaS partners: joint business planning, program compliance, funding, marketplace operations, co-sell and channel marketing. Took Bricom to AWS Advanced Tier and won Zendesk 2024 APAC New Partner of the Year in the partnership's first year. Known for flagging problems early with options attached, then owning them to closure. Trilingual (Korean, Mandarin, English).

PROFESSIONAL EXPERIENCE

Bricom

Contact center solutions VAR serving C2G and MNC customers across Greater China

Channel Manager

Jun 2021 - Present

Since 2023, also assist the General Manager on executive-level partner alliances

AWS Partner Network

- Own BRICOM's AWS partnership as an Advanced Tier Partner: Partner Path and Solution Provider Program (SPP) compliance, competency attainment and incentive programs across both Greater China entities
- Secure \$50K+ in AWS MDF annually plus \$28K POC funding, and negotiated an additional \$30K+ custom MDF grant; manage MAP, sandbox and related programs end to end, from application through claim
- Run AWS Marketplace operations: 9 live listings (SaaS and professional services) and 14 CPPO private-offer deals with ISV partners in 2025, totaling \$1.4M
- Negotiated and signed ISV partnership agreements with Canva, Workato and Genesys, then handed each to its account owner
- Build co-sell pipeline with AWS: present BRICOM solutions to AWS sales and industry teams, and run ACE opportunity management from registration through close

Zendesk · Atlassian · Google Cloud

- Single point of contact for Zendesk and Atlassian channel sales/marketing and Google Cloud channel policy, operations and marketing
- Won Zendesk 2024 APAC New Partner of the Year and Most Enabled Partner (Best Suite Pitch & Demo) in year one of the partnership
- Grew partner-driven revenue 35% year over year against \$3M+ annual targets
- Built reciprocal reseller partnerships across Greater China for AWS and Google Cloud: refer customers to resellers for billing and invoicing, and present BRICOM solutions at reseller-hosted events in return

Partner Governance, Executive Alliances & Enablement

- Run QBRs and annual joint business plans with AWS and Zendesk partner managers; track pipeline biweekly and review new partner programs as they launch
- Prepare and join the General Manager's C-level partner meetings, then own follow-through with vendor directors and managers so agreements get executed rather than staying on paper
- Plan and run certification and enablement programs with Zendesk, AWS, Atlassian and Google Cloud so the team holds the certifications required for partner tier and project delivery
- Build CX + AI Agent solution marketing collateral and deliver on-site customer training in English; customer education programs contributed to a 15% improvement in sales conversion
- Led adoption of Notion and Monday.com as the channel team's CRM, pipeline tracker and internal knowledge base

Marketing Specialist

Feb 2019 – May 2021

- Managed \$60K+ annual regional marketing budget (OPEX and MDF) across Mainland China, Hong Kong and Taiwan
- Organized 6+ partner conferences and regional events per year and ran SDR, digital and account-based campaigns: 40% increase in qualified leads at 1:30 MDF ROI, 30% faster campaign delivery

CORE COMPETENCIES

Partner Ecosystem Management · Joint Business Planning (QBR, annual plans) · Partner Programs (AWS Partner Path, SPP, ACE, Competencies) · AWS Marketplace & CPPO Operations · Partner Funding (MDF, POC, MAP) · Co-sell & Joint GTM · Partner Recruitment & Onboarding · Partner Certification & Enablement · Channel Marketing & Events · Executive Alliance Management · CRM (Notion, Monday.com)

EDUCATION

B.A. Communications (Advertising), Trade (Dual degree)

Dankook University, South Korea

ADDITIONAL INFORMATION

- Events
- Certifications