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2017 Women of the Channel Details

Paula Como Kauth

Senior Director, Marketing, BCM One

Biography and Background:

With a passion for building marketing departments from the ground up, Paula Como Kauth brings 20 years of experience to BCM One as Senior Director of Marketing & Public Relations. She was recruited to BCM One to build the corporate marketing team to drive sales for both direct sales, selling into mid-to-enterprise level businesses, and channel sales through BCM One's partner program which accounts for 60% of BCM One's sales revenue.

At BCM One, Como Kauth oversees the strategic marketing plans and execution for digital marketing, events, lead generation, public relations, supplier partnerships and social media. Having worked for both growth startup companies to large corporate companies, Como Kauth brings a blend of experience working in various work cultures and processes. Previously she was at two growth telecom service providers - Transbeam, located in New York City and UNSi which was acquired by GTT. She also held corporate marketing positions at AT&T Business and Qwest Communications. Como Kauth holds a B.S. in Marketing from Philadelphia University.

How have you personally helped advance your company's channel business over the past year?

- Initiated a targeted strategic marketing plan and budget to align with channel sales to significantly grow channel revenue for 2017.
- Developed educational and sales training program for technology and channel partners — resulting in over 60 sales trainings within 10 months to benefit our partner education and quality of sales activity.
- Completed first major BCM One Partner Advisory Summit; hosting our top VIP Partners. Resulted in 100% Participation from channel partners with an outcome of 30%+ growth in sales funnel activity.
- Targeted campaigns focused on promoting new product launches and partner recruitment -- previously less than 5 emails issued per month; now 15+ targeted email campaigns per month resulting in increased brand awareness and sales activity.
- Industry Events - participating in more strategic and effective events nationwide with a very targeted plan per supplier and per overall company initiative. Results to date — recruited 10 quality channel partners within 10 months bringing in tangible sales results for more total solution sales vs. transactional sales.
- Developed closed loop digital marketing strategy to tie our strategic product initiatives, messaging, and lead generation.

- Forged synergy between sales and marketing to create a results-drive mentality with a highly energetic vibe across the teams.

What are your goals for your company's channel business over the next year?

Recruitment of 10+ new quality channel partners — quality over quantity is key. We do not want to recruit partners that just look good on paper, we want to form a close relationship for tangible meaningful results that benefit both parties and that truly form close partnerships and friendships that will last years to come.

Building effective marketing programs across traditional and innovative techniques to continuously build the sales funnel and generate substantial ROI.

Strengthen supplier relationships to develop creative marketing programs together to launch new solutions and events to our channel partners. Overall -- Enhancing Thought Leadership for BCM One's Brand in the Channel.

What honors, awards or commendations have you won over the past year?

I recently was honored with winning the Rookie of the Year award from the BCM One Leadership Team after only being employed at BCM One for 6 months. I achieved the award by having the biggest impact on the business in the shortest amount of time. This award also includes a spot in our prestigious President's Circle Trip. BCM One only awards up to 10 non-sales employees out of 120+employees to achieve a spot on this special trip for Top Achievers that occurs every 18 months.

Outside of your family, please name a woman you admire and why:

I would have to say my mother even though she is family. She came to this country when she was 18 years old from central Italy. She grew up in a time that woman had little rights and traditionally were supposed to stay at home and be house-wives. She has always exemplified strength in building a new life in the US, however at the age of 50 she built yet another new life. She started her own business while raising four children. She is 80 years old and still has that business today!

What advice would you give to young women who want to begin careers in technology?

I would say to do it! I love the energy of the tech industry. It is a challenge to push the limits and surge ahead being in an industry that is mainly dominated by men. Technology is ever-changing so it's always challenging to keep learning new solutions. Plus, you get to experience and learn innovative technology before the masses do. In addition, you get the opportunity to form special relationships with your customers and partners in the channel that you don't necessarily get to do in direct sales.

If you could be any movie character for one day in real life, who would you be and why?

Meryl Streep. She's an amazing actress and very humble at the same time. She takes on meaningful roles and always puts 150% effort into all her movies -- no matter what the subject is at hand. Either a light and airy movie or a drama- induced and serious character.

If you could travel to a city you've never been to before, all expenses paid, where would you go and why?

South Africa. Would love to experience the adventure of the African safari and exploring the beautiful wildlife up close. Turning off all communications to the business world and communicating with the wild.