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Gerald J. (Gerry) Dehkes *Managing Partner*

Gerry Dehkes founded Professional Partnering Services, LLC to help Enterprises around the world succeed at partnering. He and his associates take a hands-on, holistic approach to making alliances and partnerships work for each partner. “We use a concept we call *3-D Partnering* to build and operate alliance partnerships with a balanced focus on the product, the market and the people involved in the venture.” From experience gained over twenty years as an Alliance Executive and Alliance Manager, Gerry has developed and proven a unique set of partnering processes, tools, techniques and contacts that will help Enterprises increase their partnering success.

Before founding Professional Partnering Services, LLC, Gerry Dehkes was Group Senior Vice President of Channels and Alliances for Telcordia Technologies, the leading provider of Operating System Software for the Telecommunications industry. Gerry was asked to come in to overhaul the company’s floundering alliance program and build a new “Elementive Partner Program” to complement a new marketing campaign being rolled out by Telcordia. He restructured the program and moved it from within one business unit to Global Sales, putting the team onto sales compensation. The results were clear; in the first 15 months new partnerships were formed or existing relationships were overhauled with IBM, HP, Capgemini, Dimension Data, T-Systems and over 30 SI, ISV and product partners, while sales through and with partners grew by more than ten-fold.

Prior to joining Telcordia, Mr. Dehkes was Vice President of Strategic Alliances for Lucent Technologies, one of the world’s leading network equipment manufacturers and parent of the famed Bell Laboratories. Gerry took over a team managing the company’s most important and complex strategic partnerships, including IBM, Sun, HP, Accenture, Deloitte Consulting, EMC, Avaya, and CGEY. The team was recovering from an earlier period of neglect, when it had sat in a corporate strategy organization and atrophied to a single alliance manager. Gerry restructured the program, consolidated two, competing organizations, and moved the entire program into the global sales organization and onto sales compensation. He introduced a new methodology for building and managing strategic alliances. The new approach effectively developed alliance offers with product and service organizations, aligned partners with Lucent strategy, and featured close collaboration with the field sales organization. In two years, Lucent’s worldwide alliance revenues grew over ten-fold while Lucent’s overall revenues fell amidst one of the most difficult markets in Telecom history.



Before being named Vice President of Strategic Alliances, Dehkes was Director of Strategy, Business Development and Programs for Lucent's consolidated channel organization that delivered over \$5 billion in annual revenues. He also created the channel strategy for a new, start-up division that grew into a \$500+ million business in 12 months, exceeding goal by 35%.

Before joining Lucent, Mr. Dehkes held several partnering, marketing, strategy and finance positions with NCR Corporation in the United States and Europe. As Director of Market Strategy and Alliances for NCR Worldwide Services he led strategic and operational planning, where he identified growth opportunities for a \$2.4 billion services business, developed and implemented a Services partnering strategy, and then forged alliances supporting Scaleable Data Warehouse, High Availability Transaction Processing, Networking, Year 2000, and Global Project Management service offers with key partners like Ericsson, Computer Horizons, Bull, Cisco, and SAS.

Mr. Dehkes joined NCR's fledgling alliance team in 1987 where he developed alliance processes and programs. The six step Partner Process Gerry co-developed has been described by the Information Technology Services Marketing Association (ITSMA) as "a unique example of a well-thought-out process based on quantitative research and an information database" and "truly a best practice". From 1990 to 1993, he directed NCR's European alliances program and industry planning from London. From 1993 to 1995, Gerry led NCR's Worldwide Partnership Programs team where he managed a worldwide team of marketing professionals and over \$21M in annual alliance investments. He led a team that conceived and implemented the "Partnering to Win" partner attraction and sales force synergy programs, reaching 260 partners and 1200 sales associates worldwide. His team also produced Partner Conferences worldwide that attracted over 1000 partners annually.

Mr. Dehkes has spoken on partnering and trained alliance managers in twenty-six countries around the globe. Partnering with Cranfield University in the United Kingdom, Gerry developed a series of two week advanced training programs for experienced partner managers. His work has been cited in publications ranging from Peter Drucker's Leading Beyond the Walls to Keith Patching's Management and Organisation Development to *Business Finance* magazine. He is a member of the Association of Strategic Alliance Professionals. Mr. Dehkes earned his MBA and BS from the University of Minnesota's Carlson School of Management. He makes his home in rural Hunterdon County, New Jersey. In 2007, Gerry was elected and currently serves as the President of the NY/Tri-state chapter of the Association of Strategic Alliance Professionals, serves on ASAP's Marketing committee and has earned the ASAP Certificate of Achievement in Alliance Management (CA-AM).