



**Wes Hayden**  
**President, Technology Advisory Partners**

Wes has spent over 30 years in the high tech industry focused on establishing successful go to market strategies which are backed by strong operational processes. Technology Advisory Partners was formed in 2010 to work with software companies interested in accelerating their sales penetration in the U.S. market by providing in-depth analysis of an early stage company's sales go-to-market, integrating overall sales strategy review, U.S. sales launch capabilities and financial sales engineering. In partnership with Technology Finance Partners, TAP will accelerate the launch of North American Sales programs and improve current North American sales efforts. The results: Acceleration and optimization of the way your technology is valued, priced and sold in North American Market

## Services



### Strategic Planning

- Product – Market Alignment Analysis
- Sales 'Go-to-Market' Readiness Analysis & Audit
- Pricing



### Sales and Marketing

- Establishing Clarity around Product/Market Segmentation in NA
- Developing and Optimizing Sales Models
- Establishment of Value-based Pricing, for multiple delivery options
- Building Sales Organization in North America
- Channel Development and Distribution Model Enablement
- Establishing Analyst and Media Relationships



### Sales "Toolkit"

- Fully developed pricing frameworks and pricing methodologies
- Turnkey methodology for quantifying and communicating the value of your technology to customers in the North American marketplace
- Value Based messaging and tools: lead generation, return on investment, total cost of ownership, sales quote and proposal templates
- Portfolio of acquisition methodologies that allow customers the flexibility required to maximize sales, revenue and cash flow in today's market.

Wes spent the majority of his career at Genesys Telecommunications Labs where he served as President and CEO, responsible for setting the company's aggressive growth strategy and managing overall operations. As CEO of Genesys, Wes grew the company's revenue significantly and established Genesys as the contact center platform market leader with a presence in over 80 countries and successfully engineered several acquisitions which contributed to the stellar growth of the company.

Most recently, Wes served as president of LiveOps, a North American based provider of Cloud Computing solutions for Contact Centers. At LiveOps, he realigned the go-to-market strategy for the "Contact Center in the Cloud" resulting in the largest enterprise deals for a SaaS based offering in that market segment.

Prior to LiveOps, Wes was President of the Enterprise Division at Nuance Communications, a publicly traded maker of speech and digital imaging software. He was responsible for strategy and managing operations, marketing, professional services and engineering for Nuance's enterprise products and solutions.

Prior to Nuance, LiveOps and Genesys, Wes held executive and sales management positions at Informix, Sun Microsystems, Digital Equipment Corporation, and Applied Data Research.

He holds a B.S. degree from the University of Illinois, Champaign-Urbana and an MBA from Kellogg Graduate School of Management at Northwestern University. He sits on a number of non-profit boards including the Glenkirk Foundation in Northbrook Illinois and the International Women's Democracy Center in Washington, D.C.