

Xander Uyleman

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SUMMARY

Partner and ecosystem marketing leader with 25+ years across Cisco, AWS, Stripe, MongoDB, DDN, and NVIDIA. Turns technology alliances into pipeline, launches, and market momentum - from global partner programs and co-marketing engines to the brand governance that protects them. Currently leading partner marketing for NVIDIA's AI data infrastructure ecosystem.

PROFESSIONAL EXPERIENCE

NVIDIA

Santa Clara, CA

Partner Marketing, AI Data Infrastructure

Jan 2026 – Present

- Lead partner marketing for NVIDIA's AI data infrastructure ecosystem (NetApp, DDN, VAST): joint narratives, launch support, and executive alignment.
- Serve as the approval gate for partner-authored marketing content - brand and messaging compliance review before anything ships under joint names.
- Build the internal business cases behind partnerships: justification memos for partner PR, event participation, and co-marketing investment.
- Coordinated NVIDIA's participation in NetApp INSIGHT 2026.

DDN, Inc.

Chatsworth, CA (remote)

Sr. Director, Channel Marketing

Nov 2024 – Jan 2026

- Developed and executed a comprehensive global partner marketing strategy with technology partners including NVIDIA, Supermicro, and Lenovo, plus key reseller partners.
- Spearheaded the launch of the DDN Data Intelligence Platform (Infinia) and NVIDIA Spectrum-X storage, positioning them for AI/ML and high-performance computing (HPC) markets.
- Built and expanded a multi-tiered partner ecosystem across cloud alliances, ISVs, and strategic consulting partners, driving joint go-to-market initiatives.

MongoDB, Inc.

New York City (remote)

Sr. Director, Partner Marketing

Nov 2021 – Nov 2024

- Co-owned and scaled MongoDB's AI partner marketing strategy with AI leaders including Anthropic and Cohere, positioning MongoDB as the core data platform for AI/ML applications.
- Built and executed joint GTM strategies with AWS, Google Cloud, and Azure, driving 5x growth in incremental consumption.
- Led the launch and scaling of self-service adoption programs across cloud marketplaces, achieving 42% free-tier-to-paid conversion, well above industry benchmark.
- Recognized as AWS and Google Cloud Partner of the Year across APAC, EMEA, and AMER.
- Developed co-marketing and co-selling programs that grew partner-driven revenue and secured additional investment from strategic cloud partners.

Stripe

South San Francisco, CA

Technology Partner Marketing

Jun 2021 – Dec 2021

- Led partner marketing efforts with AWS, Salesforce, Snowflake, and other major cloud platforms across ISV and cloud ecosystems.
- Launched Stripe Data Pipeline with Snowflake and AWS Redshift, improving price-performance by 3x and accelerating query processing speeds by 8x.
- Developed joint messaging and enablement programs positioning Stripe as the preferred payments provider within cloud and ISV ecosystems.

Amazon Web Services

Palo Alto, CA

Head of Technology Partner Marketing

Feb 2020 – Jun 2021

Head of Enterprise & Industry/IoT Partner Marketing

Jan 2017 – Feb 2020

Amazon Bar Raiser

- Designed and launched AWS-led demand generation programs, driving \$148M in pipeline creation and a 159% YoY increase.
- Managed a global team of partner marketers; MDF-funded joint marketing initiatives delivered \$45.6M in partner-driven revenue in 2020.
- Orchestrated co-marketing agreements with top-tier ISVs and enterprise partners, ensuring strategic alignment and high-visibility joint messaging.

Cisco Systems, Inc.

San Jose, CA

Senior Manager, Global Partner Marketing

2012 – Jan 2017

Marketing Manager, SP PME

2007 – 2012

Program Manager

2004 – 2007

- Led a team designing and driving cloud partner marketing programs through global and local partner accounts; created full-funnel, automated campaigns with Corporate Marketing, Field Marketing, Sales, and Marketing Operations.
- Launched the Cisco Powered ingredient-brand campaign with 600+ cloud providers and resellers - recognized as a Top 10 innovation by Network World.
- Delivered joint demand generation programs with cloud providers, achieving 7.7M+ bookings and \$1.5B in revenue (88% YoY growth).
- Notable achievements: orchestrated the Doobie Brothers' "World Gone Crazy" album launch as a trans-media event (15:1 ROI); showcased AT&T TelePresence with Jewel across 16 locations in North and South America.

Cisco Systems International BV

Amsterdam, Netherlands

Worldwide Sales Operations

1999 – 2004

- Led large, complex global projects through full lifecycle - initiation, planning, execution, monitoring, and closure - owning scope definition, time and cost estimation, and risk mitigation.

EDUCATION

- **MBA, Marketing** - University of Liverpool, UK
- **Management Science & Engineering** - Stanford University, CA
- **BCom, Marketing Management** - The Hague University, Netherlands
- **Advanced Project Management & Decision Analysis** - Stanford University, CA
- **Executive Leadership CMT (AMP)** - USC Marshall School of Business

CERTIFICATIONS

- PMP #226516 - Project Management Institute
- AWS Certified Cloud Practitioner
- Microsoft Azure Fundamentals; Azure AI Fundamentals
- NVIDIA-Certified Associate: AI Infrastructure and Operations
- Microsoft Certified Systems Engineer

Languages: English (native), Dutch (native) | **Publication:** *The Intercloud*