

Partner Perspectives Announces Renee Bradford Joins as Senior Consultant and VP, Channel Sales & Strategic Alliances

Renowned Channel and Alliance Leader Expands Firm's Hybrid Cloud, AI, and Public Sector Practice Capabilities

FORT MYERS, FL, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- [Partner Perspectives](#) today announced strategic alliances and channel sales executive Renee G. Bradford has joined the firm as Senior Consultant and Vice President, Channel Sales & Strategic Alliances. Bradford brings more than 20 years of progressive leadership in partner ecosystem development, hybrid cloud go-to-market strategy, and global alliance management across the technology industry.

Bradford's appointment strengthens Partner Perspectives' advisory bench in Hybrid Cloud, SaaS, AI, and Data Center go-to-market strategy while expanding the firm's depth in IT Channel Sales, Strategic Alliance Management, and Public Sector market development. Her expertise spans systems integrators, resellers, distributors, and the world's leading technology vendors — including Dell, VMware/Broadcom, IBM, HPE, NetApp, Lenovo, Red Hat, Pure Storage, and Veeam.

"Renee brings an exceptional combination of channel sales leadership, strategic alliance expertise, and hybrid cloud go-to-market experience that directly supports our mission at Partner Perspectives," said Tim Lowe, CEO of Partner Perspectives. "As cloud, AI, and data center markets continue to evolve, our clients need trusted advisors who know how to turn partner relationships into scalable revenue growth. Renee's proven ability to build high-performing ecosystems, align global technology partners, and develop leaders makes her an outstanding addition to our team. We are thrilled to welcome her and excited about the value she will bring to our clients."



Renee Bradford

Most recently, Bradford served as Senior Manager, Hybrid Cloud Programs and Alliances at Softchoice, a Worldwide Technology company, where she directed strategic partnerships with 200+ channel partners and oversaw \$520M+ in annual hybrid cloud revenue. Her leadership drove category revenue growth across Cloud, SaaS, AI, and Data Center solutions, while her flagship partner ecosystem program generated direct revenue, and expanded the partners footprint with net-new customers.

Bradford held channel and alliance leadership roles at Hewlett Packard Enterprise, Ingram Micro, HP Inc., Oracle, and IBM.

An award-winning executive, Bradford has consistently exceeded revenue targets and is widely recognized for her collaborative leadership style, analytical approach to forecasting and gap management, and ability to align cross-functional teams around shared business outcomes.

Beyond her channel and alliance expertise, Bradford is a passionate advocate for leadership development and advancing women in technology. As Chairperson of the Softchoice Leading Women Employee Resource Group, Renee architected a leadership development program to help drive advancing toward first-line management. She was recognized with the OneSoftchoice Champion Award for exemplary leadership in driving corporate initiatives.

"I'm excited to join Partner Perspectives at such a pivotal moment for the technology channel," said Bradford. "The opportunity to help clients design and execute partner ecosystems, accelerate hybrid cloud and AI go-to-market motions, create high growth revenue engines, expand public sector engagement, and build the leadership teams that sustain growth — that's the work I've built my career around. I look forward to collaborating with the Partner Perspectives team and delivering measurable impact for our clients."

Bradford holds a Bachelor of Science in Industrial Engineering from the University of Pittsburgh, School of Engineering.

Partner Perspectives continues to expand its consulting services to help technology companies accelerate channel growth, strengthen partner relationships, navigate marketplace and public sector opportunities, and develop the next generation of technology leaders.

About Partner Perspectives

Partner Perspectives is a strategic consulting firm focused on helping technology companies accelerate growth through channel strategy, partner ecosystem development, go-to-market alignment, and business transformation services. The firm works with organizations across the IT industry to drive measurable results through innovative strategy and trusted advisory expertise.

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