

Scott Grizzle

DIRECTOR / VP, ALLIANCES & PARTNERSHIPS | UNIFIED COMMUNICATIONS

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PROFESSIONAL SUMMARY

Alliances leader with 25+ years building partner functions that did not exist before I arrived, and carrying the revenue that came with them. Grew IBM Watson Media's partner business fivefold in three years, until partners carried 60% of the business unit's revenue and replaced the direct sales team, designing the target partner profile, tiering, certification, enablement and commercial terms from a blank page, and built the global technical partnerships organization behind it from nothing. Earlier led DVEO's new streaming division, which roughly tripled the company's revenue through a RealNetworks partnership. Discovery, NASA and the Monterey Bay Aquarium have bought from me at three different companies.

Most of that revenue came from regulated, audited buyers: federal agencies, the U.S. courts, banks and defense, with monthly compliance audits alongside EY answering for what a platform could see and retain. Also spent three years as the enterprise buyer of a \$100M workplace estate serving 300,000 IBM employees, and served as IBM's internal Client Zero for AI adoption, taking Copilot, Slack AI and Box AI from pilot into production across those 300,000 users and building the governance model behind all three.

CORE COMPETENCIES

Alliance Functions Built From Zero | Partner Agreements & Terms | AI Adoption & Governance at Scale
ISV & Technology Partnerships | Target Partner Profile & Tiering | Regulated & Audited Buyers
Systems Integrator & SI Alliances | Partner Certification Programs | Federal & Defense (DHS, NASA, Navy)
Identity ISV Alliances (Okta, Ping) | Partner KPIs, QBRs & Governance | Hiring, Training & Team Build-Out
VAR & Distribution Channels | Co-Marketing & Joint Webinars | Unified Communications & Collaboration
Platforms & Standards: Microsoft Teams | Webex | Zoom | Copilot | Slack AI | Box AI | FedRAMP | SAML | Okta | Ping Identity

PROFESSIONAL EXPERIENCE

Founder, Fractional Consultant, Author & Speaker

THE GRIZZLE, thegrizzle.net, San Francisco, CA | Jan 2026 – Present

- Fractional consulting for video, streaming and communications clients: Mobeon, One Studio, Brandlive and Comms Today. Advised on AI prompting for video and telemetry, working with research analysts and market analyst writers. Short engagements for Mobeon, One Studio and Brandlive: working calls, then written playbooks.
- Analyzed video meeting and streaming use for a few clients under NDA, including an AI company and a mainframe hardware company, and wrote the best-practice playbooks and policy that followed.
- Writing and speaking on how partner programs get built and bought: the "Which Partnership" series on LinkedIn and thegrizzle.net. Upcoming: speaker and moderator, Streaming Media Connect, November 2026.

Head of Unified Communications – CIO Office (Internal Communications)

IBM, San Francisco, CA | 2022 – Dec 2025

Owned the global vendor portfolio for workplace communications serving 300K+ employees across 170+ countries, including the commercial relationships with Microsoft, Cisco and Zoom. Ran a \$100M technology and labor budget and led vendor negotiation and consolidation across the estate. Was the buyer on the other side of every alliance pitch, and the person accountable to auditors for what any platform could see across the estate.

- Served as IBM's internal "Client Zero" for AI, taking Copilot, Slack AI and Box AI from pilot into production across 300,000 users, with the retention and supervision review that decided which deployments survived.
- Retired BlueJeans, then led IBM's move off Webex onto Microsoft Teams in 7 months against a 12-month plan.
- Standardized and stabilized mission-critical platforms at enterprise scale, achieving 98% uptime and 99% user satisfaction while reducing incident resolution time by 40%.

Director of Strategic Partnerships & Technical Sales

IBM WATSON MEDIA, San Francisco, CA | 2019 – 2022

Promoted to rebuild a partner function that barely existed and turn it into a revenue engine for IBM's enterprise video platform. Led a distributed global team spanning technical partnerships, solution architecture and sales engineering across enterprise and heavily regulated markets.

- Built and led a global technical partnerships organization from nothing, including hiring. Interviewed and gave hiring approval on 40+ technical sales hires and 5 partnerships hires, and personally delivered onboarding and enablement training on site in England, Ireland, Spain, Norway, France, Singapore and China.
- Ran the certified technology partner tier and its ISV integrations, including Okta, Ping Identity, OneLogin, SAML, ADFS, LDAP and Active Directory, alongside certified encoder partners Telestream, Teradek, NewTek and Elemental. Certification meant testing, qualification and ongoing maintenance rather than a logo.
- Grew partner-sourced revenue fivefold in three years, to 60% of the business unit's revenue, while IBM as a whole grew 4 to 5 percent a year. Took the channel from \$10M to \$50M by restructuring the partner model so partners who had been subcontracting to us became resellers of us, bringing CDW, SHI, Ingram, TD SYNnex and Arrow into the program, and retiring the direct sales team, with self-serve carrying the rest.
- Sold into federal, public health and defense buyers: a five-year AI contract with the U.S. Navy, and deployments for NASA, the U.S. Army, DHS, the CDC, the FBI, the DOJ and multiple U.S. Courts of Appeals and state courts, which ran remote proceedings on the platform during COVID. Led FedRAMP scoping and federal security audit support, with monthly EY compliance audits on a DHS deployment delivered through a partner.

Head of Sales Engineering

IBM WATSON MEDIA (formerly USTREAM), San Francisco, CA | 2014 – 2019

- Grew major event deal sizes more than fifteenfold by building a partner-delivered services motion before partnerships was my job: brought in SuiteSpot as a services partner for platform deals at Intuit, Tesla, Sony, Mazda and JetBlue, taking event deals from roughly \$30K to \$500K and above. Wrote the SOW and SOA templates every Watson Media technical seller used; they are still in use.
- Led a global team of 15 in sales engineering and technical enablement, and built the onboarding frameworks and reference architectures behind \$30M in annual platform revenue.
- Embedded AI-driven video enrichment and analytics (speech-to-text) into IBM's streaming platform, a differentiator for enterprise and government customers years ahead of the market.

Vice President of Strategic Partnerships & Product Development

DVEO (Computer Modules, Inc.), San Diego, CA | 2011 – 2014

- Roughly tripled company revenue by building a streaming product division from zero. Launched Multistreamer, Gearbox, Proxycaster and Delay Server. Cut the RealNetworks partnership (2012 to 2014) that put their streaming server inside DVEO's video encoder, sold as the "CDN in a box" version, taking streaming from about \$11M to about \$30M a year. The company went from under \$20M to nearly \$50M, with streaming about 60% of revenue at exit.
- Formed strategic alliances with Time Warner, Comcast, NBCUniversal, BBC and Sky, expanding reach across enterprise, broadcast and government clients.

Director of Business Development & Technical Sales – Video Products

TARARI / LSI (now INTEL), San Diego, CA | 2006 – 2010

- Delivered a \$10M online video launch for Netflix and co-led development of the next-generation, pre-GPU encoding accelerator later adopted to power Netflix's early streaming platform.
- Built and scaled VAR and distribution channels that generated 50% of division revenue, and secured 10 multi-million-dollar deals tied to Cisco's Cloud Services Platform.

Founder & President, Executive Producer

RIVER COMMUNICATIONS, INC., San Diego, CA | 2001 – 2006

- Founded and led an early live-streaming production and consulting company, producing and directing live and on-demand content and building multi-codec streaming and CDN workflows for clients including the American Bar Association and Discovery.

EDUCATION

Master of Arts, Management & Organizational Leadership | National University, San Diego, CA. Specialization: HRM & New Technology Management

Bachelor of Arts, Communication Design | California State University Chico, Chico, CA. Specialization: Media Arts (Broadcast, Audio & Video Production); Minor: Anthropology & Global Affairs

RECOGNITION & PUBLICATIONS

Led the tech sales and evangelism behind Tarari/LSI's four consecutive Microsoft Gold Partner of the Year wins, 2006 to 2010; IBM 100% Club and President's Club; Certified Telecommunications Master Engineer, Exemplar Global (2026); FCC GROL; SBE Certified.

Presenter at NAB, IBC, Streaming Media East & West; 8 bylined articles in Streaming Media and Streaming Media Producer, 2008 to 2019, on video encoding and streaming infrastructure.