

JOHN SUCH

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EXECUTIVE SUMMARY

Channel marketing and business strategy leader with 25+ years of experience across sales, marketing, analytics, consulting, and digital transformation in the technology channel. Proven track record of building revenue-generating programs, leading cross-functional teams, translating data into strategy, and launching new capabilities across distributors, vendors, resellers, and internal stakeholders. Combines enterprise scale, entrepreneurial thinking, and deep institutional knowledge to drive growth and operational improvement.

PROFESSIONAL EXPERIENCE

TD SYNnex / SYNnex CORPORATION

Senior Project Manager | December 2024 - Present

Marketing Manager | June 2010 - December 2024

- **Leading the development of a comprehensive AI-driven marketing management platform** (blueprint) covering planning, execution, and claims, **projected to drive 38,575 hours of efficiency and \$1.3M in savings.**
- **Identified and developed 30+ generative AI use cases** for marketing in the technology's early mainstream phase, helping shape early NexChat direction.
- **Conceived and launched experiential platforms** including World of Inspiration and a VR 3D/2D showroom for HPI/HPE, **generating \$2M+ in program revenue.**
- Built and led a digital marketing practice that generated **\$2M+ in first-year revenue** and contributed **\$6M in digital growth by 2020.**
- Led **ten marketing specialists and analytics resources** supporting areas representing both vendors and programs including PROAV (VISUALSolv), Software (CLOUDSolv), Secure Networking (CONVERGESolv), Retail POS (STORESolv), and Services (SERVICESolv) and Lifecycle Management (RENEWSolv).
- **Partnered with the Marketing SVP and CEO** to deliver a **FIRST Robotics** team-building event for **80+ executives at QEM**, driving awareness, local school sponsorships and a first-ever **STEM for Girls** event with over 200+ girls in attendance in Mauldin, SC.
- **Worked directly with the SVP of Marketing** to craft keynote strategy, messaging, and presentation content for **Vendor Summit and Inspire, which shaped annual priorities for vendors and partners.**
- **Authored the first Vendor Guide to U.S. Marketing**, which became an annual flagship planning resource for eight years.
- Built and scaled revenue-generating sales-hybrid programs, including **RENEWSolv growth from \$15K to \$350K.**

SYNNEX CORPORATION

Senior Marketing Specialist | May 2007 - June 2010

- Co-developed a landmark **\$1.2M PRINTSolv plan** for HP, including solution architects, dedicated sales support, and custom reseller enablement packages.
- Initiated the **company's first content management system**, moving the business from basic HTML/JavaScript to a scalable CMS framework.
- Negotiated our transition from **D&B to Equifax**, generating **\$600K+ in savings**.
 - **Partnered with the SVP of Sales** to create and implement Beyond Distribution, **strengthening sales team and customer understanding of company-wide value.**

DECISIVELOGIC / MARKETMATTERS LLC

Founder / Marketing Consultant | January 2006 - May 2007

- Crafted a reseller enablement program for our client ScanSource and also built a Cisco competitive marketing plan that generated **\$100K+ in marketing revenue**.
- Led comprehensive brand strategy for local reseller clients **PrimeLine Communications** and **Priority One Security**, with both brands still in use.
- Developed an early **Marketing-as-a-Service** consulting model for small businesses using weekly and monthly retainer support.

SYNNEX CORPORATION

Marketing Specialist | March 2003 - January 2006

- Became the first Marketing Specialist to **generate \$1M in quarterly marketing funding** across HP Hardcopy, Supplies, and Services.
- **Created a data-driven communication** model and predecessor to **PACE**.
- **Launched the first Follow the Supplies** initiative, resulting in **hundreds of thousands of dollars in refreshed printer sales**.

SYNNEX INFORMATION TECHNOLOGIES, INC.

Strategic Sales Representative | December 2000 - March 2003

- **Managed major strategic accounts** including **Siemens Medical Solutions, GBS, and CDS Office Technologies**.
- **Closed a landmark \$2.1M Panasonic deal** with CDS Office Technologies at over **4% profit margin**.

EDUCATION

Bachelor of Science in Marketing Management

Lander University, Greenwood, SC | 1999