



Kevin Castillo
General Manager, Strategic Sales Initiatives
U.S. Enterprise Partner Group

Kevin Castillo is the General Manager, Strategic Sales Initiatives within the U.S. Enterprise Partner Group. Castillo is responsible for leading our mission-critical sales initiatives in conjunction with the EPG field leadership team, WW EPG, the US BMO, ESSE, the Enterprise Partner Team, and our field community leaders. Kevin's primary objective is to scale-out the adoption of world-class enterprise sales practices. Current initiatives that Kevin is responsible for include: Sales Excellence Execution, Infrastructure Optimization, Technology Deployment & Adoption, Enterprise Search, Competitive Wins, Winning the "Next Web," and the Business Management Framework.

Castillo has over 20 years of experience in the high technology industry. He joined Microsoft in 2003 as a Solutions Sales Manager. He then took on the challenge of serving as the Director of Enterprise Technology & Solutions for the South Central U.S. Prior to Microsoft, Castillo relocated to Dallas as the Vice President of Sales for an internet marketing, start-up. Before joining that team, he had a long career with IBM in many sales and management positions. His time with IBM started in Honolulu, Hawaii as a System Engineer. After three successful years and being named System Engineer of the Year, his career changed directions as he moved into sales. For four years, he managed the healthcare accounts for IBM in Hawaii. Before leaving this position, he helped IBM achieve 100% (hardware) market share in the Hawaii's healthcare industry. In 1989, he was promoted to the Western Region Planning staff in Los Angeles. From there, Castillo took on several management positions in different locations, taking him to Phoenix, New York, San Francisco, and San Jose. In 1992-1993, he was the Business Unit Executive for IBM's software business in the Western United States. He was responsible for \$800M in revenue and over 100 sales and technical professionals. In his last position with IBM, he led the company into a new market, building a team to sell IBM software on Competitive Platforms across the globe.

Kevin spent two years at the University of Portland, before graduating from the University of Hawaii with a degree in Business Marketing. Today, Kevin resides in Plano, TX with his wife and three daughters. An avid golfer, he spends most of his free time on the golf course.