



Building business relationships

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## Elaine Wein Profile



## Career History

Elaine has had an extensive management career spanning the IT, telecommunications and hospitality industries. After 5 years as a Sales Manager for Hilton Hotels in California, she joined American Telephone and Telegraph in Los Angeles as Sales Support Manager implementing complex communications solutions to the finance sector. She returned to the UK to join IBM where she remained for 20 years.

Working initially in the UK, Elaine progressed to hold both European and Worldwide roles. Her extensive experience includes building Strategic Alliances, Business Development and Sales and Marketing and Corporate Strategy with particular focus on the IT and Telecommunications industries.

Elaine led many successful alliance projects which included leveraging IBM's On Demand strategy across the entire European partner network, conducting Route to Market workshops with strategic partners and developing integrated value propositions with Systems Integrators. In addition, she has created and delivered many targeted education programmes

She left IBM in 2005 to develop an independent consultancy practice specialising in building alliances and became a Principal Consultant with Channel Dynamics and an Associate of PSL in 2006.

### Specialist Skills

- Strategic Alliances and Channel Management
- Business Development
- Strategic Planning
- Training & Coaching
- Sales & Marketing