

Marco Rota

VP, Connected Ecosystems · Partner-Led Growth · Global GTM & Platform Strategy

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Technology executive with 25+ years building partner-driven growth engines across hyperscalers, GSIs, ISVs, and global alliances. Track record of turning ecosystem strategy into revenue, repeatable operating systems, and durable organizations at enterprise scale.

EXPERIENCE

Lumen Technologies

Vice President, Connected Ecosystems

Dec 2025 – Present

Vice President, Strategic Technology Alliances

Aug 2024 – Dec 2025

- Founded Lumen's Strategic Technology Partnerships function — built the team, operating model, and global execution framework from zero
- Unified ISVs, GSIs, hyperscalers, and international partners under a single global strategy spanning incubation, execution, and expansion
- Launched co-sell and resell motions with strategic partners — created net-new pipeline and improved deal velocity
- Built a Field CTO organization aligning Sales, Product, Marketing, and Experience around reference architectures and partner storytelling
- Established international partner infrastructure — global service desk and standardized playbooks for quoting, onboarding, and compliance
- Embedded partnerships into enterprise account planning — joint value propositions and accelerated solution adoption
- Implemented KPIs, dashboards, and governance frameworks providing executive visibility into partner performance and growth
- Translated ecosystem strategy into award-winning executive experiences — 4 Addy Awards, 1 Silver Telly Award

\$30M net-new partner-sourced ARR in year one · \$100M+ partner-influenced revenue portfolio

Field CTO — Hyperscalers, Media & Entertainment

Oct 2023 – Aug 2024

- Defined GTM strategy across hyperscaler and M&E ecosystems — simplified complex enterprise sales motions
 - Developed reference architectures and engagement models — accelerated partner alignment and deal execution
 - Led executive co-creation sessions — converted strategy into active pipeline
 - Translated market signals into product input — influenced roadmap and platform direction
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Microsoft

Global CTO, Strategic Accounts

Aug 2022 – Oct 2023

- Trusted advisor to C-suite across Microsoft's largest global enterprises — shaped multi-year cloud and transformation strategies
- Led cross-functional execution across sales, engineering, and partners — delivered scalable, secure architectures

- Guided complex transformations spanning multi-cloud, hybrid infrastructure, data platforms, and application modernization
- Influenced product roadmap directly through the largest enterprise accounts

\$500M+ annual cloud portfolio

Global Field CTO — Media & Entertainment

Nov 2020 – Oct 2023

- Led technical strategy across global media, gaming, and streaming platforms — enabled high-scale consumer-facing systems
- Guided platforms supporting global audiences and peak-demand launch events
- Represented Microsoft in executive engagements — strengthened long-term strategic partnerships

\$250M annual revenue segment · 24% uplift through ecosystem and partner-led deal motions

Director, Technical Strategy — Media & Entertainment

Aug 2019 – Oct 2020

- Defined Azure vertical strategy for Media & Entertainment — aligned cloud capabilities with market needs
- Built repeatable solution patterns and engagement frameworks — scaled GTM across customers and partners

Global Technical Strategist — The Walt Disney Company

Jan 2016 – Oct 2019

- Senior advisor to Disney's technology and business leadership — guided global cloud and platform transformation
- Led architecture for large-scale platforms across streaming, distribution, and content — enabled global scale and resilience
- Shaped long-term technology investment decisions across multiple business units

1,500% growth in Disney cloud spend

Bethesda Softworks

Vice President, Digital Platform Strategy — Bethesda.net

Apr 2014 – Sep 2015

- Led strategy, build, and operation of Bethesda.net — global direct-to-consumer platform for AAA game launches and live services
- Built cross-functional teams across eCommerce, infrastructure, security, and integration services
- Established governance and delivery frameworks for reliability and performance at peak launch scale
- Integrated commerce, identity, and service platforms — unified player ecosystem across titles and regions

EARLIER CAREER

The Walt Disney Company — Consulting

2010 – 2014

- Delivered three enterprise transformation programs across ABC Network Group and Disney ABC Networks Group
- Modernized global digital distribution accounting and sales reporting — standardized across regions and distribution partners
- Led Route 66 transformation — Marketing Resource Management platform centralizing assets, workflows, and approvals

Warner Bros. / HCL-Axon / SAP

2007 – 2010

- Led digital theatrical distribution platform strategy at Warner Bros. — Virtual Print Fee system enabling the industry's transition from physical film

- Global Solution Lead at HCL-Axon — digital distribution strategy and platform adoption across Media & Entertainment
- Solution Consultant at SAP — defined digital supply chain roadmap and educated customers and developers globally

Paramount Pictures

2000 – 2006

- Led global TV sales distribution and accounting across the full Paramount CBS library
- Established Paramount's first unified enterprise data architecture — single source of truth for financial and operational reporting

Great Dane Consultants — Founder

1994 – 2000

- Founded and led a software development consultancy in Toronto delivering enterprise solutions across government and private sector
- Clients included Ontario Hydro, Ministry of the Attorney General, Ministry of the Solicitor General, and Microsoft

RECOGNITION

4× American Advertising (Addy) Awards · 1× Silver Telly Award

Recognized for translating ecosystem strategy into executive-level partnership experiences at global scale.

STRENGTHS

Partner-Led Growth & Ecosystem Strategy · Hyperscaler & Global Alliances · Enterprise GTM & Operating Models · Executive Advisory & Field CTO Leadership · Platform & Cloud Transformation · Building Organizations at Scale