

**Company:** Nextiva, Inc. - Phoenix, AZ

**Company Description:** Nextiva is a cloud-based communication and customer experience management (CXM) company headquartered in Scottsdale, Arizona. Founded in 2006, Nextiva provides a unified communications platform, NextOS, that brings together various communication tools and channels for businesses of all sizes. Over 150,000 businesses utilize Nextiva's services.

**Nomination Category:** Individual Awards Categories

**Nomination Sub Category:** Female Executive of the Year – Business Products –11 to 2,500 Employees

**Nomination Title:** MeiLee Langley, Vice President of Global Indirect Marketing



1. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

**Total 220 words used.**

Since July 2023, MeiLee has led one of the most impactful evolutions in channel marketing within the communications industry. At Nextiva, she architected **NexConnect**, a full-service **Demand Generation-as-a-Service (DGaaS)** model for channel partners. This innovative program goes beyond traditional MDF by offering concierge campaign execution, from strategy to reporting, resulting in over **800 campaigns launched in its first six months** and earning wide acclaim from partners and analysts alike.

She also spearheaded **Channel Reimagined**, a strategic relaunch of Nextiva's partner program that included restructured go-to-market support, a new tiering framework, rebranded messaging, and partner enablement experiences tailored to emerging technologies like AI and UCXM. MeiLee's efforts helped boost pipeline velocity, doubled participation in partner marketing, and created first-time alignment between Product Marketing, Brand, and the Channel.

She didn't stop at process. She brought humanity to the forefront. In 2024, she revived and now leads "Women of Nextiva," the company's first Employee Resource Group dedicated to mentoring, development, and DE&I for women in tech. She also keynoted and moderated panels at Channel Partners and CRN events, further amplifying her influence across the ecosystem.

This year, she was named a **Top 50 Female Leader in Denver**, won **two Stevie Awards** (Maverick of the Year and Female Executive of the Year), and remains a highly sought-after thought leader across the channel space.

2. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 79 words used.**

- o Channel Futures Article: ["Nextiva Brings Back 8x8, RingCentral Alum to Steer Channel Marketing"](#)
- o Nextiva's Demand Gen Powerhouse: [Landing Page/Partner Microsite](#)
- o Aryaka Dreamers and Doers Podcast: [MeiLee Langley](#)
- o ACW Annual Summit - Keynote Speech: [MeiLee Langley - Why I Took a Step Back to Leap Forward](#)
- o CRN's 2024 Women of the Channel Award: [MeiLee Langley](#)
- o Channel Futures' 2023 Channel Influencers of the Year: [MeiLee Langley](#)
- o Women We Admire: [Top 50 Female Leaders of Denver](#)
- o Channel Partners Expo: [2025 Speakers List](#)

3. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (Choose one):

Written answers to the questions

4. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the spaces below:
5. Briefly describe the nominated individual: history and past performance (up to 200 words):

**Total 176 words used.**

MeiLee Langley is the Vice President of Global Indirect Marketing at Nextiva, where she leads with a rare combination of creativity, strategic vision, and deep channel expertise. With over 13 years of experience building award-winning channel programs at companies like LiveVox, RingCentral, and 8x8, MeiLee has earned industry-wide recognition as a transformative force in partner-led growth. Her track record includes consistently exceeding revenue goals, launching high-impact global partner programs, and being honored with accolades like CRN's Women of the Channel (8x honoree), the ACW LEAD Award, and the Channel Marketing Association Visionary Award.

But her journey hasn't been without adversity. After surviving a devastating car accident in college that left her bedridden and needing to re-learn how to walk, MeiLee proved her resilience by completing an ultramarathon five years later. That same tenacity fuels her leadership - empowering her teams, pushing for partner innovation, and advocating for women in tech. Her approach to marketing is bold, authentic, and partner-first, making her not just an executive, but a role model shaping the future of the tech channel.

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

**Total 226 words used.**

What sets MeiLee's accomplishments apart is not just the innovation, they've fundamentally shifted how a channel organization drives revenue. While many vendors talk about partner enablement, MeiLee operationalized it through **NexConnect**, the industry's first DGaaS offering that provides execution, not just funding. Where others stop at MDF or downloadable assets, MeiLee built a white-glove agency model inside a SaaS company, resulting in **800+ campaigns launched in less than six months**, and a 40% faster conversion to pipeline compared to traditional partner marketing methods.

Industry peers praised the model as a "demand gen dream," and leading distributors called it "the most complete partner program support in the channel." Compared to previous efforts at Nextiva, partner campaign execution has grown by over **300%**, and awareness of Nextiva's new UCXM platform surged, something competitors are still struggling to articulate.

In addition, "Channel Reimagined" campaign wasn't just a rebrand, it realigned the entire channel motion, partnering with sales, customer success, and product to build a future-ready ecosystem around AI, CX, and contact center growth. This level of cross-functional alignment is rare and reflects her credibility as a channel executive who bridges strategy and action.

Few executives at mid-market SaaS companies are redefining the channel playbook while mentoring rising leaders, shaping DE&I efforts, and staying hands-on with campaign execution. MeiLee is not just outpacing peers, she's raising the bar.

## Attachments/Videos/Links:

[MeiLee Langley, Vice President of Global Indirect Marketing](#)

[REDACTED FOR PUBLICATION]