

Company: Global Touch, El Cerrito, CA

Company Description: Global Touch knows the power of partners. We work with IT companies who dare to disrupt and reimagine how to accelerate growth, revenue, and profit through intelligent partnerships to supercharge results. We turn client questions or performance gaps into their X-factor to drive predictable partner results and profitability through a productive and high performing partner pipelines.

Nomination Category: New Product & Service (Developed for/by Women) Awards Categories

Nomination Sub Category: Best New Product or Service of the Year - Business Services

Nomination Title: Global Touch's Strategic Advisory Program™ Business Service



HOW TO ENTER >

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the features, functions, benefits, and results to date of the nominated product or service, OR written answers to the questions? (Choose one):

Written answers to the questions

2. 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, please provide them in the appropriate spaces below:
3. If you are nominating a brand-new product or service, state the date on which it was released. If you are nominating a new version of an existing product or service, state the date on which the update was released:

The **Strategic Advisory Program™** was officially released in July 2023 as a brand-new service offering from [Global Touch, Inc.®](#)

4. Describe the features, functions, and benefits of the nominated product or service (up to 350 words):

Total 357 words used. If the word count is more than 25 words over the limit, please deduct one (1) point from your score.

Global Touch's **Strategic Advisory Program™** is a breakthrough business service launched in July 2023 to help global technology companies future-proof their partner GTM strategies amid growing disruption and complexity.

The program is built upon and tightly aligned with Global Touch's proprietary **Global Partner Profitability Study™**, a 25+ year client-commissioned research initiative tracking the economic forces, partner expectations, and customer demands shaping the global technology ecosystem. Since its launch, the Strategic Advisory Program has been adopted by over a dozen Fortune 500 companies representing more than \$50 billion in partner-influenced revenue.

Unlike traditional consulting services, this program functions as a storytelling engine transforming partner ecosystem data into strategic narratives and actionable insights that enable business leaders to make informed, data-driven decisions that accelerate results.

Key to its value is the live, iterative engagement model, which evolves alongside each client's strategic goals, regional requirements, and ecosystem maturity. It replaces static, one-size-fits-all reports with agile, data-backed execution playbooks.

In 2024, Global Touch introduced the **Next-Gen GTM Framework™**, which integrates data and storytelling to guide partner strategies in platform-led, AI-enabled, and consumption-driven business models. Combined with **Lifecycle Execution Excellence™**, clients gain the tools to drive measurable results across the full partner lifecycle from onboarding and enablement through monetization and renewal.

Key features and functions include:

- Proprietary partner profitability benchmarking across key metrics
- Tailored GTM strategy development based on partner and customer insight
- Program and investment optimization aligned to measurable ROI
- Scenario modeling for GTM shifts (e.g., AI, cloud marketplaces, recurring revenue)
- Analysis of key business priorities with data results to highlight alignment and misalignments with business partner priorities
- Executive strategy and knowledge sharing sessions and multi-regional advisory workshops

Key benefits include:

- Identification where partner alignment and misalignment impacts future revenue growth
- Identification of best practices for increased partner profitability and revenue contribution
- Accelerated GTM with faster time-to-impact
- Stronger alignment between C-level growth mandates and partner priorities and investments
- Enhanced partner experience and competitive differentiation
- Ability to benchmark best practices with lifecycle to help partners identify where profit leakage may be occurring

The program helps clients translate profitability insights into action and drive consistent, high-impact results across regions and partner types.

5. 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 225 words used.

Supporting materials that further validate the Strategic Advisory Program™ include:

1. Research & Benchmarking Reports

- **Global Partner Profitability Study™ Partner Report (Attachment 1):** Anonymized benchmarking data and performance trends from 3,000+ partners worldwide.
- **VMware Global Partner Success Study (Attachment 2):** Insight-driven analysis of partner strategy alignment and ecosystem optimization.

2. Executive Testimonials

Real-world impact statements from senior leaders across Global Touch's client base:

- **Cisco Systems, Inc.:**
"For 25 years, Denise Sangster and Global Touch have helped us understand how partners make money with Cisco and how they spend money to make money with us."
- **NetApp, Inc.:**
"Global Touch provided invaluable, third-party feedback through surveys and interviews with our partners around the world, enabling us to refocus and refine our partner strategy."
- **VMware (a Broadcom company):**
"Denise led our global partner survey strategy and execution with unparalleled precision, delivering insights that were not just valuable but truly game-changing."
- **Google Cloud:**
"Global Touch overdelivered and helped us anticipate how to be successful with partners."
- **Apple:**
"Global Touch ensured we understood the nuances of global partner success."

3. Public Sector Ecosystem Thought Leadership

- **Women of Government IT Blog – July 2025:**
Highlights Denise Sangster's role in transforming public sector partner ecosystems.

4. Industry Recognition

- **Analytics World's Leaders (2023):**
Feature article (pages 35–37) on Denise Sangster's innovations in business services and partner ecosystems.

6. Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable. (up to 350 words):

Total 335 words used.

Since its debut in July 2023, [Global Touch's Strategic Advisory Program™](#) has rapidly become a critical driver of transformation for global technology companies seeking to modernize partner go-to-market (GTM) strategies and unlock new layers of profitability. By turning market volatility into competitive advantage, the program has empowered clients to proactively recalibrate GTM strategies based on actionable financial intelligence and ecosystem insight.

To date, the program has engaged over **15,000 partners across seven continents**, from boutique cloud integrators and AI-native developers to multinational system integrators and managed service providers. Delivered through hundreds of C-level sessions, the Strategic Advisory Program™ contextualizes strategic recommendations using in-region dynamics, including economic forces, partner profitability trends, and ecosystem maturity.

Client Impact Highlights:

- A **Fortune 25** company uncovered a **23% partner profitability gap**, leading to a global investment reallocation and multi-region program overhaul.
- A **Fortune 50** client unlocked **\$500M in new credit capacity** to accelerate GTM innovation in cloud and AI segments.
- A **Fortune 100** client reduced partner churn and increased cross-portfolio sell-through via lifecycle-focused GTM execution.

Strategic Outcomes:

- CROs reported sharper **forecast accuracy** and **revenue visibility**.
- Clients restructured **tiering models** and **incentives** based on validated partner contribution, not guesswork.
- Partners responded with **faster engagement** and **stronger alignment** to strategic revenue targets.

Since launch, the program has been applied to more than **\$50 billion in partner-influenced revenue**, surpassing projected impact by **over 40%** within the first 12 months. In July 2023, *World's Leaders* magazine recognized the program as a benchmark for innovation in ecosystem execution and value creation.

Client Testimonials:

"This isn't just benchmarking, this is strategic transformation." – VP, VMware

"Global Touch helped us unlock value in Year 2 and beyond." – Executive, Microsoft

"We finally know which partners actually move deals." – CEO, SaaS Company

Denise Sangster's leadership has been instrumental in shaping these outcomes. Drawing on insights from 600+ global advisory councils and public sector engagements, she most recently shared her ecosystem transformation strategies in a keynote at [Carahsoft's 2025 Women of Government IT conference](#).

Attachments/Videos/Links:

[Global Touch's Strategic Advisory Program™ Business Service](#)



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