

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: Company/Organization Awards Categories

Nomination Sub Category: Company of the Year – Business Services – 10 or Less Employees

Nomination Title: Global Touch's Business Services



1. 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 organization, 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 for this category, provide them in the appropriate spaces below:

3. Briefly describe the nominated organization: history and past performance (up to 200 words):

Total 200 words used.

Global Touch, Inc.® is a professional services firm with 30+ years of experience across 100+ countries, helping technology companies drive predictable, profitable growth through intelligent partner ecosystem strategies and thought leadership. The firm specializes in designing, optimizing, and executing partner go-to-market models that deliver real-world repeatable business outcomes.

Since 2023, Global Touch has supported clients' growth with more than \$75 billion in cumulative partner-influenced and delivered revenue and has helped shape billions more over three decades of work with some of the world's most iconic technology brands.

Blending strategic storytelling, deep performance metrics, and advanced listening, Global Touch helps clients' future-proof their go-to-market strategies through disruption rather than reaction.

Founder and CEO **Denise Sangster** brings hands-on, street-smart leadership rooted in her "step ahead" philosophy and decades of global, in-field experience. She has 30+ years of leading consulting engagements, led 600+ executive and partner councils, mentored 50+ interns, and spotlighted 200+ women through her blog *IT Wonderous Women*™.

Global Touch's clients span from startups to Fortune 500 leaders such as Apple, Cisco, Global Technology Distribution Council, Google Cloud, Intel, SAP, and VMware (now Broadcom). Through deep partner engagement and unmatched ecosystem expertise, Global Touch turns complexity into sustainable competitive advantage.

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

Total 249 words used.

Since July 2023, Global Touch has deepened its impact on the global technology ecosystem by delivering next-generation insights, expanding its service offerings, and enabling clients to accelerate profitable, partner-led growth. Key achievements include:

- o **Global Partner Profitability Study**™: Now in its 26th year, this multi-lingual, client-commissioned study continues to uncover emerging customer expectations, partner ROI, and early market indicators that shape long-term ecosystem strategies. In the past year alone, the study engaged partners contributing over \$50 billion in annual revenue.
- o **Strategic Advisory Program**™: Launched in 2023 as a complementary service to the Partner Profitability Study, this integrated program goes beyond benchmarking to drive transformation. Together, these services deliver actionable, financially grounded insights based on real-world partner economics, enabling technology leaders to make smarter decisions and foster stronger alignment.
- o **Next-Gen GTM Framework**™: Introduced in early 2024, this purpose-built framework is designed to help companies lead in platform-led, AI-enabled, and consumption-driven environments. It supports new selling motions, modern partner engagement, and monetization strategies enabling clients to evolve their go-to-market models and accelerate ecosystem-driven revenue growth.
- o **Lifecycle Execution Excellence**™: Global Touch continues to reimagine every phase of the partner lifecycle, from onboarding and enablement to advanced commercialization and true customer experience, by blending strategic storytelling, advanced listening, and data-rich performance metrics into a next generation, actionable telemetry.

By transforming partner complexity into clarity and action, Global Touch enables sustainable growth and next-era competitiveness for the world's leading technology companies. It was recognized by [World's Leaders](#) magazine as a benchmark in partner ecosystem execution.

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 246 words used.

Following endorsements showcase:

Strategic credibility: top-tier global brands recognize Global Touch's value.

Depth of impact: feedback highlights both insight-driven strategy and on-the-ground execution.

Sustained trust: many clients have partnered with Global Touch for decades, reflecting long-term relationships and measurable outcomes.

1. **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."
2. **NetApp, Inc.:**
"Global Touch provided invaluable third-party objective feedback through their surveys and interviews with our partners around the world that allowed us to refocus our resources and refine our partner program"
3. **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."
4. **Google Cloud:**
"Global Touch over delivered and helped us know and anticipate how to be successful with partners."
5. **Apple:**
"Global Touch made certain we understood the nuances of how to be successful with partners around the world."

Global Partner Profitability Study (Partner Report)& VMware Global Partner Success Study-Summary: These documents outline key findings and financial benchmarks from our long-standing, client-commissioned studies, including partner performance trends, ROI models, and emerging buying behaviors. It also highlights the introduction of vertical-specific profitability insights and our new partner maturity model. (see attachment 1 & 2)

Feature Profile in *Analytics World's Leaders: Women in Business* (Pages 35–37):

Recognizing Denise as a trailblazer redefining **partner strategy and business services** excellence.

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 organization's past performance (up to 250 words):

Total 248 words used.

Global Touch's achievements are unique in both depth and impact, rooted in a proprietary, street-smart thought leadership methodology that delivers **actionable intelligence and early insight into emerging partner and customer trends**, often before those trends take shape.

The **Global Partner Profitability Study**™ sets the firm apart from other consultants and analysts with its **financial-centric methodology** and real-world focus on **monetization models**, not just partner behaviors or sales volumes. Unlike peer efforts from other research or consulting firms, Global Touch uses its in-depth knowledge of how to build repeatable, predictable, and profitable revenue by zeroing in on **how partners generate and sustain profit across the lifecycle**. The most recent editions introduced **vertical-specific benchmarks** and a new **maturity model**, empowering partners to self-assess gaps and prioritize transformation.

What distinguishes the study further is its **blend of quantitative benchmarks and qualitative insight**, informed by over **250 hours of executive interviews** and engagement with nearly **15,000 partners globally**. This data-rich foundation yields a **roadmap to profitable growth**, helping clients increase partner-led revenue performance initially by up to **15%**, through targeted operational adjustments and strategic ecosystem alignment.

Combined with the **Strategic Advisory Program**™, **Next-Gen GTM Framework**™, and **Lifecycle Execution Excellence**™, Global Touch delivers unmatched end-to-end support, from insights to execution. No other consulting group offers the same mix of **financial insight, field intelligence, and real-world playbooks**.

This is what makes Global Touch not just a trusted advisor, but an industry-defining force in ecosystem transformation, unlocking the full potential of each client's ecosystem.

Attachments/Videos/Links:

[Global Touch's Business Services](#)



[REDACTED FOR PUBLICATION]