

Brett M. Karl

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Federal Sales & Technology Executive

Results-driven federal sales and technology executive with 15+ years of experience across enterprise software, SaaS, cloud security, and the ServiceNow ecosystem. Leads nationwide growth across Federal Civilian, Department of War, and Intelligence Community customers, spanning implementation services, managed services, UX design, training, license resale, scoped applications, and staff augmentation. Proven record of building partner ecosystems, leading cross-functional teams, and translating complex platform capability into measurable revenue and customer outcomes.

CORE COMPETENCIES & SKILLS

15+ years of relevant experience with Federal & Enterprise based Fortune 100 organizations ■ Network Security ■ Strategic planning ■ Project management ■ Partner relationship management ■ Technical problem-solving ■ Cloud computing ■ Team leadership ■ Business intelligence ■ ServiceNow expertise ■ Go-to-market strategy ■ Cross-functional leadership ■ Maintain Top Secret / SCI Clearance

EDUCATION & CERTIFICATIONS

University of Arizona

Bachelor of Arts, Business Information Systems

Oakland Community College

Associate of Science, Network Security



EXPERIENCE

Apex Systems (GlideFast Consulting), Remote

2021 – Present

Vice President (VP) of Federal, Channel, and Alliances Sales | Nov 2025 – Present

- Lead nationwide sales across Federal Civilian, Department of War (DoW), and Intelligence Community customers
- Own a ServiceNow portfolio spanning implementation, managed services, UX design, training, license resale, scoped applications, and staff augmentation
- Execute direct, channel, and alliance go-to-market motions across a portfolio of 40+ partners
- Achieved more than 151% of 2026 quota year-to-date
- Grew the federal practice by 50%

Vice President (VP), Partner Alliances & Solutions

- **Partnership Program & Strategy:** Established a structured partnership framework, creating a robust alliance network tailored to industry needs
- **Revenue Growth:** Increased external revenue pipeline by 10x and partnership revenue by 650%
- **Partner Expansion:** Successfully recruited and onboarded 35 technology and channel partners in 2024
- **Contract Negotiation:** Secured mutually beneficial agreements fostering long-term partnerships
- **Strategic Alliances:** Developed key industry partnerships in manufacturing, retail, finance, telecommunications, healthcare, and public sectors across ServiceNow leadership landscape
- **Go-To-Market Strategy:** Led GTM sales efforts for solutions, partnerships, and delivery solutions, including sales enablement and targeted marketing initiatives

- **Solution Development:** Oversaw creation of Workflow solutions for Retail, Manufacturing and Telco industries
- **Team Management:** Managed and mentored a team of Partner Managers & Partner Marketing Specialists, driving co-sell strategies and partner engagement
- **C-level Relationships:** Established C-level relationships across technology alliances, influencing joint GTM strategy and securing strategic commitments
- **Cloud-first Initiatives:** Led initiatives with cloud-first ISVs and partners driving digital transformation in cybersecurity, networking, and infrastructure automation

Associate Vice President (AVP), Creator Workflow & Federal Delivery

- **P&L Management:** Owned a \$10M P&L, growing the practice area organically by 520% in 2 years
- **Team Leadership:** Led a remote team of 55 consultants, achieving 40%+ margin and 85%+ utilization
- **Innovation Leader:** Led the adoption and integration of ServiceNow's Gen AI technologies
- **Technical Roadmaps:** Created technical roadmaps for Fortune 100 customers
- **Federal Delivery Oversight:** Managed Federal Delivery team, ensuring compliance and efficiency in projects requiring DoD clearances

ServiceNow, Santa Clara, CA

2013 – 2021

Practice Director – Customer Outcomes (Platform Architecture)

- **Team Leadership:** Led a high-performing team of platform architects, overseeing partner co-sell motions and initiatives
- **Practice Growth:** Grew Architecture Practice by 400% in 2 years with under 5% attrition
- **Technical Advisory:** Advised global Fortune 100 customers, implementing complex Workflow-based solutions and migrating legacy systems to the cloud
- **Customer Relationships:** Increased ACV of existing accounts by 40% through executive relationship building
- **Digital Transformation:** Assisted customers with digital transformation strategies, designing new applications on the Now Platform
- **GTM Execution:** Executed GTM strategies alongside technology partners, including cloud providers and security vendors, driving joint sales motions and revenue growth

Principal Platform Architect, Customer Outcomes Advisory Lead

- **Strategic Recommendations:** Provided guidance to C-level executives on business value realization with the ServiceNow platform
- **Platform Roadmap:** Developed strategic platform roadmaps and architecture blueprints
- **Integration Solutions:** Designed and built integration components via REST & SOAP
- **Solution Design:** Designed new applications and enhancements, utilizing both waterfall and agile SDLC methodologies

iDashboards, Troy, MI

2012 – 2013

Solutions Architect / Presales Engineer

- **KPI Dashboards:** Mapped KPI data to dashboards using Relational Database and JSON data sources
- **Executive Solutions:** Designed executive dashboard solutions using truOI Enterprise and SaaS products
- **Sales Support:** Led demos and acted as a technical resource on sales calls
- **Client Enablement:** Enabled clients on truOI application and dashboard design process

Compuware, Detroit, MI

2010-2012

Software Analyst

- **Software Support:** Supported Vantage Agentless Monitoring Device operating on RHEL
- **Network Traffic Analysis:** Analyzed Customer Network Traffic via WireShark
- **Performance Monitoring:** Specialized in TCP/UDP Data Streams
- **Customer Excellence:** Worked with enterprise customers to configure their Real User Monitoring servers

M2 Technology, Detroit, MI

2009-2010

Consulting Network Administrator

- **Network Administration:** Diagnosed networks, servers, workstations and applications to correct any performance issues
- **Hardware Deployment:** Installed and configured Dell SAN Servers, Cisco Firewalls & Wireless APs
- **Virtual Management:** Implemented and managed ESXI VMware Servers
- **Security Planning:** Created network security & disaster recovery plans

Barracuda Networks, Ann Arbor, MI

2008-2009

IM Firewall Technical Support Engineer Lead

- **Customer Service:** Responsible for providing support to enterprise & commercial customers
- **Scripting Experience:** Wrote PERL and BASH scripts for SPAM & IM Filter diagnosis
- **Technical Writer:** Co-wrote Barracuda IM Firewall Administrator Guide
- **Technical Expertise:** Worked with LDAP, Linux CLI, SMTP, Snort, Lib Purple, SSL, SMB, FTP & MySQL