

Bob Kane

Chief Revenue Officer | AI Transformation Leader | Technology Executive

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AI TRANSFORMATION SIGNATURE ACHIEVEMENT

Architected Insight's AI-first sales transformation by leading from the front, personally adopting AI tools before mandating adoption, embedding AI across every layer of the sales process, and building AI practitioners who moved into critical COE and enterprise IT roles to seed Insight's all-up AI transformation. Bob's program became both a competitive advantage and a practitioner-credentialed market proof point for Insight's own AI service offerings.

EXECUTIVE SUMMARY

Dynamic C-suite revenue leader with 35+ years proven across IBM and Insight Enterprises (NASDAQ: NSIT), responsible for over \$4B in revenue and instrumental in transforming Insight from a value-added reseller into an AI-first solutions integrator. Combines deep operational excellence, data-driven GTM strategy, and transformational people leadership to deliver measurable business outcomes at enterprise scale. Known for building organizations that outlast any initiative and cultivating talent that carries transformation beyond its origin.

CORE COMPETENCIES

- ▶ AI Enablement & Sales Productivity
- ▶ Partner & Channel Ecosystem Strategy
- ▶ M&A Integration & Operating Model Design
- ▶ GTM Strategy & Revenue Growth
- ▶ Revenue Operations & AI Forecasting
- ▶ P&L Management (\$4B+)
- ▶ Digital Transformation Leadership
- ▶ Talent Development & Culture Building
- ▶ Servant Leadership & Organizational Change

PROFESSIONAL EXPERIENCE

Chief Revenue Officer & SVP Enterprise Sales

2021 – Present

Insight Enterprises (NASDAQ: NSIT) — Chandler, AZ

\$4B+ revenue accountability | Global enterprise sales organization

- **Architected Insight's transformation** from value-added reseller to AI-first solutions integrator, shifting the entire go-to-market model from product-led to services-led selling.
- **Built enterprise-wide AI sales enablement:** embedded AI across lead prioritization, automated workflows, personalized outreach, and real-time seller coaching, driving measurable productivity and deal velocity gains across the global organization.
- **Led from the front on AI adoption:** personally modeled AI-enabled selling behaviors before mandating adoption, removing cultural friction and creating the psychological safety needed for broad-based buy-in.
- **Grew AI talent into enterprise leadership:** practitioners from the sales AI transformation moved into critical COE and IT roles, seeding Insight's all-up AI transformation with operational expertise, not just theory.
- **Deployed the Account Strategy Call (ASC) methodology** across the full enterprise seller base, embedding AI-assisted account planning into the company's core operating rhythm.
- **Leveraged Insight's own transformation as go-to-market proof,** generating early, credible results that validated AI's business impact and positioned Insight as a practitioner-credentialed AI transformation partner.
- **Led Salesforce ERP adoption** and integrated VOC/NPS data to improve delivery alignment, sales coverage quality, and external customer satisfaction scores.
- **Integrated acquisitions** focused on Google Cloud, ServiceNow, and digital transformation, expanding Insight's solutions portfolio and services-led TAM.

SVP Partner Management & Partner Alliances

2016 – 2021

Insight Enterprises

\$6B+ partner ecosystem | Full North America partner organization

- **Delivered 18%+ compounded partner income growth** through a comprehensive, redesigned partner strategy with programs now considered industry standard.
- **Converted traditional OEM relationships** into targeted, pay-for-performance MOUs that drove incremental OEM investment into Insight and raised partner accountability across the board.
- **Managed through COVID supply chain disruption** without losing partner momentum, sustaining growth trajectory across distribution and supply chain partners.
- **Built high-influence executive relationships** across Lenovo, Dell, HP Inc., HPE, and other global OEMs, shaping partner investment strategy in Insight's favor.

Vice President, Commercial Sales

2010 – 2016

Insight Enterprises

\$1B+ P&L | 400 inside sales professionals | 4 directors, 25+ leaders

- **Built Insight's Commercial SMB organization from the ground up,** spanning hardware, software, cloud, and lifecycle delivery solutions.
- **Created the MSP vertical from inception to \$300M,** a 15x revenue expansion over four years, establishing Insight's managed services market position.

Sales Director, West Region

2008 – 2016

Insight Enterprises

\$300M P&L | Phoenix, AZ & Southern California

- **Delivered 25% revenue growth** through disciplined territory management and account segmentation methodology later adopted company-wide.
- **Increased sales coverage 40%** in first year through account ownership restructure, producing 20% revenue growth year one.

Multiple Leadership Roles — Distinguished Career

1988 – 2008

IBM Corporation

Sales Leader STG (\$2B P&L) | Sr. Manager Integrated Supply Chain | Business & Customer Operations

- 20 years building operational and sales leadership foundations at one of the world's most complex technology enterprises, from customer operations through \$2B P&L accountability in the Server, Storage, and X-Series group.

ADVISORY & THOUGHT LEADERSHIP

Board Advisor, AI Transformation

Advises Fortune 500 and technology firms on enterprise AI adoption, governance, and organizational readiness

Insight Disclosure Committee

Partner to CEO in reviewing and approving Insight's SEC filings

Industry Speaker & Channel Innovator

Keynote speaker at Lenovo, Dell, HP Inc., HPE partner conferences; multiple OEM advisory board member

EDUCATION

Bachelor of Science, Applied Management

Grand Canyon University — Phoenix, AZ

Business Administration

Drexel University — Soccer Scholarship Recipient

RECOGNITION

- ▶ Recognized as one of Insight's most influential technology and sales leaders
- ▶ Frequent keynote speaker on sales transformation, responsible AI innovation, and organizational readiness at OEM partner conferences
- ▶ Insight Disclosure Committee member — partners with CEO on SEC filing review and approval

BOARD VALUE STATEMENT

Bob brings the combined perspective of a seasoned operator and transformation leader, offering boards strategic insight into how AI is reshaping sales competitiveness, risk, and growth. He has lived both sides of enterprise AI: building the internal capability that makes transformation real, and selling the outcome to others. His proven track record of scaling organizations, embedding change management into business strategy, and developing talent that carries transformation beyond its origin positions him as an asset to companies pursuing sustainable, technology-driven growth.