

Jon Rivera is a Channel Sales Manager with expertise in the software industry and knowledge in both business transformation, sales and marketing. He is an expert in end-user computing technology and developing engineering teams globally to provide value added services. He has successfully built business from 0 to \$3.5M in revenue, taken mature partnerships to over 200% in growth won partner of the year awards in 2018 ,2017 & 2016.

He has served in a Channel Sales role at Citrix since 2010 and prior to that had experience in the Finance and Government Contracting space. He holds a Bachelor's Degree in Business Administration with a minor in Accounting from the University of Miami.

He is currently completing his MBA at CSULB with a focus on sustainability. He is passionate about volunteering with local programs around poverty alleviation and loves to travel with his wife and family.