

Brett Uldrich

Director - Smarter Planet Industry Solutions, US East

Experience

Director - Smarter Planet Industry Solutions, US East at IBM

April 2013 - Present (2 years 9 months)

Brett Uldrich is the Director of Smarter Planet Industry Solutions for the US East. In this new assignment, he leads the go-to-market strategy & execution for multiple teams of industry subject matter experts who propose IBM solutions that help Line-of-Business and Functional executives achieve their desired business outcomes. These Smarter Planet Industry Solutions can include IBM software, consulting/services, and hardware, and incorporate IBM's Big Data, Analytics, Smarter Commerce, Smarter Cities, Mobility, Cloud, and Social Business capabilities. This Growth Initiative role spans all Industries.

Skills & Expertise

Enterprise Software

Strategy

Business Intelligence

Solution Selling

Professional Services

Business Alliances

SaaS

Cloud Computing

Sales Enablement

Pre-sales

IT Strategy

Outsourcing

CRM

Go-to-market Strategy

Enterprise Architecture

Solution Architecture

Integration

Management

Big Data

Education

University of Pennsylvania - The Wharton School

2011 - 2011

Harvard Business School

1997 - 1997

University of Missouri-Columbia

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[Contact Brett on LinkedIn](#)