

Karen Ferrero.

AI Strategy & Professional Services Executive · Tech Sales Leader · GTM & Delivery Scalability

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SUMMARY

Executive leader specializing in building and scaling AI-enabled professional services organizations across Fortune 500 and high-growth tech companies. Proven record turning emerging AI capabilities into commercially viable service offerings, owning P&Ls up to \$54M, and leading global delivery operations. Known for aligning AI innovation with revenue growth, partner ecosystems, and enterprise execution. Inclusion and accessibility are core leadership values.

\$54M

Services P&L owned, 100+ resources (Cisco)

134.5%

of a \$1B+ quota, FY23 (Microsoft)

370%

YoY service delivery growth (Trellix)

\$34M

strategic contract renewal (Trellix)

PROFESSIONAL EXPERIENCE

AI GTM Advisor, Europe West CTO Office, AI Strategy & GTM (contract)

Jan 2026 – Present

[EY-Parthenon](#) · Remote / Western Europe

- Created a unified AI GTM framework adopted across Western Europe, in concert with the EW CTO team.
- Enabled country-level leads to commercialize AI service offerings, accelerating pipeline development.
- Built and contributed to reusable assets (AI Playbook, sector activation, AI GTM materials) to scale pre-sales.

Principal

Jan 2020 – Present

[Karen Ferrero Consulting LLC](#) · Remote

- **Client: EY-Parthenon.** Drove AI GTM for AI service offerings as part of the CTO office for Europe West.
- **Client: Joliet Junior College.** Created AI curriculum and taught generative AI and AI tools (Microsoft Copilot, Google NotebookLM, ChatGPT, Claude, Midjourney, and others). Delivered AI sessions for faculty and staff at EDUCON, the college's faculty development conference.
- **Client: AI startup based in APAC.** Drove business development in the US.

VP of Global Partnerships

2025 – 2026

[Softura](#) · Remote / Farmington Hills, MI

- **Ecosystem Expansion:** Developed and executed the global partner ecosystem strategy, expanding alliances with Microsoft, Palantir, and Vantiq to unlock new AI-focused delivery capabilities. Revitalized the Microsoft partnership by aligning GTM to high-growth AI offerings, increasing co-sell activity.
- **Revenue Generation:** Drove a \$1.1M net-new Professional Services partner deal in Q4 2025.
- **AI Strategy:** Unlocked new delivery capabilities by signing (Vantiq) and onboarding key AI partners (Vantiq, Palantir) and rejuvenating the Microsoft partnership to align with modern AI demand.

Director, Professional Services

2024 – 2025

[Trellix \(FireEye + McAfee Enterprise\)](#) · Remote

- **Strategic Account Growth:** Secured a \$34M, 2-year contract renewal (through Dec 2025) for the Google Reverse Engineering program, growing team headcount by 237% since contract inception.
- **Revenue Impact:** Generated \$1.3M in Professional Services revenue in 2024 via the Health Watch Program, achieving an 87% renewal rate and a 17% increase in renewal likelihood for engaged accounts.
- **Operational Scale:** Scaled service delivery by 370% year-over-year, executing ~2,000 Health Watch engagements in 2024, surpassing the previous two years combined.
- **Delivery Excellence:** Achieved a 74% YoY increase in Google SDK program team output, managing 3,000+ incident responses with a near-zero error rate through human-machine collaboration.

Technical Sales Director, Modern Work (M365, Copilot, Teams, Power BI, Fabric, Surface)

2020 – 2024

Microsoft · Remote / Downers Grove, IL

- **Sales Performance:** Led a national team of Technical Specialists driving digital transformation across State & Local Government, surpassing a \$1B quota with 134.5% attainment in FY23.
- **Innovation Leadership:** Led the SLG Google Compete and Copilot Readiness initiatives, establishing virtual teams and collateral that scaled best practices across SLG.
- **Sales Leadership:** Achieved a leader score of 96% Work-Life Flexibility (+25% above Microsoft’s average); 100% team retention.
- **Culture & DEI:** Accessibility Lead for SLG, formal mentor in Microsoft’s Neurodiverse Mentoring program, and active member of the Neurodivergent Hiring program.

Director, Professional Services, US Central & Canada

2018 – 2020

Box · Remote / Chicago, IL

- **Regional Growth:** Built the Chicago consulting hub, achieving 110% of the regional services quota (Q3 FY20).
- **Margin Improvement:** Improved delivery margin by 22% by implementing an offshore model with TaskUs, increasing project scalability.
- **Client Success:** Executive sponsor for enterprise clients, securing renewals and growth opportunities.

Director, Service Delivery Executive & Cisco Consulting Services

2012 – 2018

Cisco · Remote / Rosemont, IL

- **P&L:** Managed a \$54M Services P&L and led 100+ matrixed delivery resources across strategic accounts.
- **Revenue Growth:** Delivered \$28.8M in new Services revenue by aligning delivery strategy with customer transformation initiatives.
- **Service Offer Creation:** Founded the Lifecycle Management Practice and offering, adding \$5M in new pipeline.
- **Customer Executive Leadership:** Built C-level relationships and owned all Cisco Services delivered in strategic accounts (State Farm, Allstate, Caterpillar, CNA Insurance) as the Services Executive.

SKILLS, TECHNOLOGIES, CERTIFICATIONS

AI & Emerging Tech: GenAI, LLMs & AI tools (OpenAI, ChatGPT, Claude, Google, Perplexity, Microsoft 365 Copilot, Vantiq, Palantir, Midjourney, Growth Protocol, Lovable)	Cloud & Productivity: Microsoft 365, Azure, Teams, Viva, Power BI, Microsoft Fabric, Google
Enterprise Platforms: Box, Microsoft, Cisco, Google	Certifications: PRINCE2 (2002–2020), PMI PMP (2002–2021), Enterprise Architect / EACOE (2011), Career Essentials in AI (2023)

COMMUNITY LEADERSHIP

Mentor: Microsoft’s Neurodiverse Community; Chicago Mayor’s Office for People with Disabilities (MOPD)	Board Leadership: Special Connections of Grundy County, Autism Society of Illinois, Easterseals (2010–2022)
Executive Panelist: Cisco Women Executive Leadership Panel	LinkedIn Leader: Social Media & Brand Ambassador at Cisco
IoT Advisor: THNK School of Creative Leadership, Amsterdam, Netherlands	

EDUCATION

North Central College, BA, Management & Computer Information Systems