



Under the banner of She/Her Ltd, I offer a new approach to marketing in the IT sector. Collaborative, flexible and human-centric. I cultivate partnerships that create mutual value by delivering work which excites, inspires and connects people.

What do I do?

I specialise in marketing for technology businesses, where I've worked for almost 20 years – with vendors, in distribution and running a full-service agency. This means I understand marketing from both sides of the fence and can put myself in your shoes. I have particular expertise in partner, channel and ABM marketing, especially in developing joint value propositions to take to market with your partners.

Who do I do it for?

I work for marketing leaders, channel leaders and often closely with sales and technical people on your team, too. Because I work holistically on your projects and am not trying to sell you a specific approach, I am flexible and work with cross functional teams to ensure I can deliver the end result you are looking for.

My new model of working allows me to leverage the right skills from within your organisation, and beyond it, as needed to deliver your strategy. I can pull in specialists from many disciplines with specific delivery skills which means I only bring to any project the people that need to be there and you're never paying for anything you don't need.

"Gemma is one of those marketeers who has her finger on the pulse of business and understands that Marketing campaigns can't be confined to the computers at HQ, but rather exist to generate business and influence opinions at the field level."

– Jason Beal, Vice President,
Worldwide Partner Ecosystems,
Barracuda



Why is She/Her different?

Unlike other agencies, I will always lead your project personally, and your relationship is always directly with me. I've got years of experience and am great at coming up with innovative and engaging ways of working which deliver maximum impact, effectively and efficiently.

I can develop projects and campaigns that deliver on the bottom line, not just clicks and vanity metrics. And I'm always focused on what my clients are looking for – not just in terms of your corporate goals, but on what you want to bring to the table and be remembered for.

Solution Capabilities for Network Security
Network Security Use Case

Network security is evolving for business building equipment that can be the side center and the edge. Innovation and investment are critical to succeed in this space. The use of network security is the key to success in this space. The use of network security is the key to success in this space. The use of network security is the key to success in this space.

Key Challenges:

- Secure operations: Protect sensitive information, maintain system integrity, and ensure business continuity.
- Secure data in motion: Protect data as it moves across networks and the cloud.
- Secure data at rest: Protect data stored on servers, storage devices, and mobile devices.
- Secure devices: Protect endpoints from malware, ransomware, and other threats.

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Vast Data: Winning in the Software Business

Why the fastest-selling storage company is history partnered with Avnet Integrated

THE CHALLENGE: In the early 2000s, data needed to be able to provide their customers with solutions that could manage their data. Avnet Integrated, a leading provider of network security solutions, was able to provide their customers with solutions that could manage their data. Avnet Integrated, a leading provider of network security solutions, was able to provide their customers with solutions that could manage their data.

THE SOLUTION: Avnet Integrated, a leading provider of network security solutions, was able to provide their customers with solutions that could manage their data. Avnet Integrated, a leading provider of network security solutions, was able to provide their customers with solutions that could manage their data.

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What sort of work can I help with?

The work I do always comes from a business need – but one which needs marketing support to make it work. And it comes from having relationships in the channel that mean people know they can rely on me to solve issues rather than sell a solution.

So, for example, maybe a vendor wants to attract new partners. Maybe they want to work really closely with just their top partners and build a better, closer relationship, that's more rewarding for them both.

For distributors, perhaps they are looking to win joint business with a key manufacturer in a specific vertical. Maybe they are looking to build a joint value proposition for a specific opportunity.

“I had the privilege of working with Gemma during a very dynamic time. Her genuine passion, attention to detail, and comprehensive marketing expertise made her a trusted partner. I came to value not just Gemma's functional expertise but that I could depend on her to jump in wherever needed and to be a true problem solver.”

– Kelly Owen Grover,
Chief Marketing Officer, Lynkwell,
CHIEF Member & Forbes Communication
Council Member

I've worked in ABM for the last 6 or 7 years, on a wide variety of direct and partner programs. I've delivered thought leadership campaigns for distribution working with vendor and press partners which have spanned the cybersecurity and electric vehicle markets.

I've worked on activating key global partners by providing truly specific and bespoke marketing collateral and campaigns which have successfully helped partners articulate their joint value propositions to end users.

I've even worked with a number of agencies to help them define their propositions in the tech marketing and ABM space.

PARTNER HOW-TO GUIDE FOR SECURITY LIFECYCLE REVIEW

Partner Marketing from Palo Alto Networks

ENTER →

ES: HOW DO YOU DO THWTT...

AVNET EMBEDDED

The Embedded Opportunity For Electric Vehicle Charging

How Avnet Embedded Can Help You Develop EV Charging Experiences

Avnet Embedded brings together its rugged compute, display and software technology to become the perfect partner for the design, manufacture and management of electric vehicle (EV) charging solutions all over the world. User experience is critical when designing new product offerings but identifying the right embedded and display technologies to power your next innovation can be complex, time consuming and expensive.

Avnet Embedded offers a complete solution for EV charging solutions. Our rugged compute, display and software technology can be used to power your EV charging solutions. Our rugged compute, display and software technology can be used to power your EV charging solutions. Our rugged compute, display and software technology can be used to power your EV charging solutions.



“We brought in Gemma to raise our profile in Europe and find more effective ways to connect with ‘hard to reach’ senior stakeholders. She is a great partner to work with, insightful, flexible and with a bias for action.”

–Philip Hall,
Managing Director,
CommerceHub

So...what do you need help with right now? If you've got a live project, a business need, or an idea on something you'd like to do differently, let's talk. I'm always free for coffee – virtual, or even better, in real life. :)

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