



Objective

To provide result-oriented, mission-driven leadership to dynamic public service organizations.

Professional Experience

Maxwell Strategic Partners, Managing Partner 2024 - Present

- Consulting to inventors, business development, marketing, and sales professionals who work to support innovation in governments, educational institutions, and healthcare provider services.

Coupa Software, Vice President of Government and Education 2022 - 2023

- Started state & local government & education organization for eProcurement cloud software startup, hiring a business development team, developing direct sales and partner go-to-market, government marketing programs, and government relations program.
- Established Coupa as the preferred go-to-market solution with Deloitte, Accenture, KPMG, and other consulting firms.

Databricks, National Director, Government, Education & Healthcare 2020 - 2022

- Started business development organization for AI and Analytics cloud software startup, establishing a business development team, partner channels, marketing programs, and government relations program.
- Established Coupa as the preferred go-to-market solution with Deloitte, Accenture, Optum, and other consulting firms.

Salesforce.com (previously Tableau Software), National Director, Government & Education 2014 - 2020

- Built business development organization for AI and Analytics cloud software startup, establishing a business development team, partner channels, marketing programs, and government relations program. Success led to the acquisition by Salesforce.com in 2020.
- Established Coupa as the preferred go-to-market solution with Deloitte, Accenture, Slalom, and other consulting firms.

Symantec (now Broadcom), National Director, Government, Healthcare, & Education 2000-2013

- Recruited to turn around Symantec's national Government and Education business, which had been in decline for 2 years. Returned to positive revenue growth in the first year and achieved significant business growth during tenure.
- Established Coupa as the preferred go-to-market solution with HP, IBM, Deloitte, Accenture, and other IT services firms.

3Com Corp., Global OEM Sales Director 1992-2000

- Started as an individual contributor, was promoted to national sales manager after two years, and global sales director in third year.

Volunteer Experience

LDS Earth Stewardship 2022- Present

Chair, Salt Lake Area Chapter

CHOICE Humanitarian 2017-Present

Various volunteer roles supporting poverty alleviation in Peru, Ecuador, Kenya, and Nepal



Healthcare Information and Management Systems Society (HiMSS) 2015-2020
Director of Government Advocacy

Catholic Charities of Utah Refugee Relocation Program 2013-2015
Refugee Relocation Counselor

Education

Wharton School of Business at the University of Pennsylvania 1999
Leadership Certificate Program

University of Utah 1989-1990
MBA, Marketing emphasis

Application Form

Profile

Michael

First Name

Maxwell

Last Name

Middle
Initial

Email Address

Maxwell Strategic Partners

Employer

Managing Partner

Job Title

Home Address

Suite or Apt

City

State

Postal Code

Primary Phone

Which Boards would you like to apply for?

Clark Planetarium Advisory Board: Submitted

Referred by:

Qualifications

Please tell us about yourself.

I am an outdoor nature enthusiast and my hobbies include astronomy, hiking, skiing, mountain biking, any kind of exploration of the natural world. I enjoy these activities with my wife, kids, four grandkids, friends, and neighbors. This has included visiting the planetarium and the star parties they have sponsored (which I love!). I volunteer at two non-profits... one that focuses on poverty alleviation in developing nations and the other focuses on air and water sustainability issues in northern Utah.

Why are you interested in serving on a board or commission?

I would like to see the understanding and enthusiasm for astronomy and physics grow in our Salt Lake Community, as a means to promote a greater appreciation for the natural world.

What education, work experience, or volunteer experience do you have that applies to the board you are applying for?

I have recently retired from a 30-year career leading organizations at Silicon Valley software companies My career was dedicated to working to enable public service organizations with technology improvements and innovation, including governments, educational institutions, health care providers, and non-profits. I currently volunteer at two non-profit organizations, CHOICE Humanitarian and LDS Earth Stewardship. Previously I help the volunteer role of Utah Government Relations Director for the Healthcare Information and Management Systems Society (HiMSS), where I led efforts to engage elected officials and political appointees on topics related to improving digital health care practices. I also volunteered as a refugee relocation counselor for the Utah Catholic Charities Refugee Relocation program.

What unique perspectives could you bring to the board?

I believe I can bring enthusiasm and experience for education, to innovative ideas to better promote the mission of the Planetarium in Salt Lake County, particularly with K-12 schools and universities. Much of my professional and non-profit work has been to bring together non-profit, for-profit, and public services organizations to further the delivery of public services in their communities. I have experience engaging governmental officials to promote support for causes and organizations that I believe in.



Upload a Resume

Demographics

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts.

Are you a Salt Lake County employee?

Yes No

Are you a current member of another Salt Lake County board or commission?

Yes No

Race/Ethnicity *

District *

District 6

Gender Pronouns *

Age Range *

Languages *

English

Michael Maxwell

Political Affiliation
