

**CHECK6** STRATEGIES

WE'VE GOT YOUR SIX.

Ron Ziegler

Executive Growth Advisor

Founder & Managing Partner | Check6Strategies

Ron Ziegler is a revenue growth, market creation, and go-to-market executive with more than two decades of experience helping emerging technology companies create, enter, and dominate enterprise and federal markets.

Ron is consistently brought into complex technology companies facing the same challenge: exceptional products with limited market adoption, undefined buying motions, and long sales cycles. His expertise lies in transforming technical innovation into commercial outcomes by building the messaging, partnerships, procurement pathways, and executive engagement strategies required to create sustainable growth.

"Technology alone does not win markets. Companies win when innovation is translated into business outcomes, mission outcomes, and executive-level value."

\$40M+

North American revenue leadership

\$10M+

Federal revenue built from \$20K pilot

\$16.6M

Total annual revenue at Software AG

7-Figure

Enterprise AI/data deal execution

OPERATOR PROFILE

Ron previously led a \$40M+ North American business while helping scale one of the data industry's recognized category leaders. During that time, he built a public sector business from a \$20,000 pilot into more than \$10M in annual revenue, establishing strategic relationships across government agencies, systems integrators, distributors, and technology partners.

Earlier in his career, Ron generated \$16.6M in total annual revenue at Software AG selling highly complex integration, process automation, and data management solutions, finishing among the company's top global performers. At NetSuite, he earned President's Club recognition while helping organizations transition from mid-market software investments to enterprise-scale business transformation initiatives.

PARTNER ECOSYSTEM BUILDER

Across multiple organizations, Ron has built strategic partner ecosystems that generated measurable revenue impact across both commercial and public sector markets. His partner-led growth strategies enabled hundreds of consultants and practitioners to become certified on emerging technologies, creating new service offerings, expanding market reach, and driving adoption across enterprise and government customers.

These ecosystems generated millions of dollars in downstream services revenue while creating a multiplier effect that accelerated pipeline generation, shortened sales cycles, and increased competitive differentiation.

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MARKET CREATION & DEAL ACCELERATION

Ron has repeatedly leveraged systems integrators, distributors, technology alliances, and consulting partners to create a market reverberation chamber — an ecosystem where multiple stakeholders independently advocate for a solution, reinforcing credibility, accelerating adoption, and making competitive displacement significantly more difficult.

Most recently, Ron helped an early-stage AI company refine product-market fit, translate technical capabilities into executive-level business outcomes, and secure a seven-figure strategic enterprise win with one of the nation's largest retail pharmacy and healthcare organizations. He has repeatedly demonstrated the ability to shorten traditional 18-month sales cycles into 7-9 month engagements by aligning executive sponsorship, business value drivers, mission outcomes, and partner advocacy.

STRATEGIC CAPABILITIES

- Enterprise market access and executive buyer alignment
- Federal go-to-market strategy and procurement pathways
- AI, cybersecurity, data, and emerging technology commercialization
- Systems integrator, distributor, and alliance ecosystem development
- Complex deal acceleration and value-driver translation
- Product-market fit refinement and category creation messaging
- SBIR, DIU, OTA, contract vehicle, and public sector growth strategy

MARKET EXPERIENCE

- Fortune 500
- Healthcare
- Financial services
- Pharmaceutical & life sciences
- Department of Defense
- Federal civilian agencies
- Federal health organizations
- National security programs
- Federal systems integrators
- Global consulting firms
- Strategic partner ecosystems

CHECK6STRATEGIES

Through Check6Strategies, Ron advises AI, cybersecurity, data, and emerging technology companies seeking to accelerate enterprise and federal growth. Leveraging a proven three-pillar growth framework, extensive ecosystem relationships, and a track record of market creation, Ron helps founders and executive teams establish the foundational cornerstones required to scale.

His expertise lies in transforming highly technical innovation into business outcomes, mission outcomes, and executive-level value propositions that resonate with buyers, sponsors, procurement teams, and strategic partners. Check6Strategies exists for companies that have exceptional technology but need the market access, ecosystem leverage, and commercialization strategy required to win.

We've Got Your Six.