



Bryan Gregory

Vice President at Visualize and a ValueSelling Associate

Bryan Gregory is a seasoned leader with a deep understanding of the ValueSelling methodology, mentoring and leadership. With more than 20 years of experience in the technology industry, Bryan has a track record of driving growth and innovation by focusing on the needs of his customers and building high-performing teams. He has leveraged and managed to the ValueSelling Framework® for more than ten years across several large organizations.

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Throughout Bryan's career, he led teams of talented sales professionals in the use of ValueSelling principles to understand a client's crucial business issues and develop solutions that meet their needs. As a strong advocate for ValueSelling, Bryan ensured his teams focused on delivering measurable value to customers, building lasting relationships and driving revenue growth.

Before Visualize, Inc., Bryan held positions at several prominent tech companies, including VMware, HPE, and ServiceNow. At VMware, Bryan served as North America Director, leading teams to develop value and execution between VMware and Dell Technologies ecosystems. This effort served as a catalyst for a \$1.5B annual business collectively for both organizations.

In addition to his work at Visualize, Bryan is a passionate mentor and leader. He has a track record of developing and coaching high-potential talent, helping them to grow into high-performing positions within several organizations. He has also been actively involved in several initiatives to promote DEI in the workplace and believes that a diverse workforce is critical to driving innovation and creating customer value.

Bryan attended the University of Akron and a small Ohio Technology School and earned a Degree in Mechanical Engineering. In the past, he has been a frequent speaker at conferences and events.

In his free time, Bryan enjoys mentoring young professionals and volunteering his time to support children in martial arts that promote education, confidence and self-discipline. He believes investing in the next generation of leaders is essential to driving innovation and creating value for customers in the years to come.

Keep it simple. Drive results.