

CompTIA®



# Spotlight on Success

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Jeff Dryall



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## Long-Time Managed Services Pro Turns Channel Executive

Many may not remember the early days of managed services, when remote monitoring came on the scene and revolutionized the IT services space. Jeff Dryall does. Currently Channel Development Executive at IT Glue, he got an up close and personal education from some of the pioneers in the field. Those lessons allowed him to take on greater responsibilities throughout his career, and gave him a continually increasing network of channel professionals to leverage along the way. Dryall shares a bit of his managed service history and some insightful advice for aspiring IT professionals in this month's CompTIA Spotlight on Success:

**CompTIA:** What did you aspire to be when you grew up?

**Jeff:** When I was a kid I recall wanting to be a fireman. I was inspired by my uncle, who retired as a captain from the city of Toronto. When I got a little older, I recall wanting to be an architect.

**CompTIA:** How did you get your start in the IT industry?

**Jeff:** My very first job in IT was in retail. Remember the old Tandy Corp Computer City superstores that were all over North America back in the 90's? I worked that job for almost 4 years, starting as temporary Christmas help and moving all the way to full time department supervisor. I managed the Upgrades Counter where you'd trade up to the latest equipment and drop off computers for repairs.

**CompTIA:** When did you first get involved in managed services?

**Jeff:** When I started with Level Platforms in early 2006. It was a great opportunity to work with some of the earliest adopters in managed services and our team was writing content that basically helped define what an 'MSP' was.

**CompTIA:** What was it like to sell managed services to channel forms in the early days?

**Jeff:** I'd say it was a lot easier back then. The value proposition had yet to be adopted by the market at that time, though it was clear and concise. Managed services were an 'easy sell' to progressive IT service providers, those who understood the opportunity and wanted lead the way. Selling RMM (remote monitoring and management) technologies back in the heydays, when growth was exponential, was both an honor and a huge opportunity. It was a great place to begin building my career and I worked there for almost 8 years. It gave me the opportunity to interact with 100's, if not 1000's of different IT service providers in the SMB space across North America.



**CompTIA:** Who has had the most positive impact on your career choice?

**Jeff:** That's an easy one; Dan Wensley, President of Passportal. He was my boss in the early days at Level Platforms and I've worked for him with three different technology companies over the last 20 years of my career.

**CompTIA:** Name the "one thing" that has helped you the most in your tech career.

**Jeff:** Networking. I have had an opportunity to meet many talented, intelligent and successful business owners and tech leaders throughout my career, and those connections have absolutely helped improve my abilities and allowed me to contribute in our industry. I'm very fortunate that at a young age I was able to connect a hobby and passion for computers and technology with a career to grow and develop and be successful in this world. Networking is very important in the IT space, and it's a big part of my job as Channel Development Executive for IT Glue. In the SMB, MSP channel, growing your connections is essential.

**CompTIA:** What advice do you have for those looking to get more actively involved in the technology industry?

**Jeff:** As I said before, network! Always make friends, share and learn as much as possible, as often as possible. When you aren't the smartest person in the room you are in the best possible place. Learn the industry, learn the technology and learn as much as you can about the people who are as passionate about the tech space as you are.

