

# Member Profile: Eran Barlev, SELA Canada, Toronto Ontario

## **Short and Tweet – How Social Media and IAMCP Helped This Canadian Partner Significantly Grow Their Business**

One hundred and forty characters was all it took to capture the attention of Eran Barlev, Director of [SELA Canada](#) and accelerate his company's business.

It was two weeks before a high-stakes presentation to Microsoft Canada. Barlev was working on the finishing touches. The presentation just had to go well. As Barlev recounts, “the content was good, but I knew it was a one-shot deal to kick off the relationship I had been working for three years to build—I needed all the extra insight I could get”.

Fortuitously, a well-timed tweet led Barlev to meet with Gail Mercer-MacKay of Mercer-MacKay Solutions. Gail had been in a similar position herself a few years earlier when she ran sales and marketing for a Microsoft ISV. Joining IAMCP helped Gail learn how to craft Microsoft relationship strategies designed to grow her burgeoning ISV business from start-up to a seven figure, global player in the call center space.

Leveraging Mercer-MacKay's experience and knowledge, SELA Canada subsequently landed a top-of-mind spot with Microsoft Canada for its expertise in Learning solutions, Application Lifecycle Management, Mobility and Application Development. This would prove to be just one of many positive outcomes that SELA would realize through partner connections.

### **From Registration to Result**

Mercer-MacKay also recommended that Barlev and SELA Canada become IAMCP members as well. By all accounts, this further solidified SELA's position as a trusted partner within the Microsoft Canada ecosystem. Barlev estimates that joining IAMCP Canada helped SELA to boost sales by 25% in the first year alone.

According to Barlev, “IAMCP is one of the most efficient and effective things we can do to grow our business—whether it's navigating the business shifts and personnel changes at Microsoft, connecting with another trusted Microsoft Partner, or getting a warm introduction to a new contact or opportunity, IAMCP never fails to help us deliver results and make our clients happy”.

By way of example, Barlev explains that SELA was recently engaged with a client on a project that required SharePoint expertise. Tapping into the IAMCP network, SELA was able to quickly connect with another Microsoft Partner to fill the need. With that, SELA was able to successfully deliver on the project, exceeding the client's expectations.

## Best Advice

When asked what advice he would give to other current or potential IAMCP members, Barlev enthusiastically highlights involvement in the chapter's events, "First of all, the events provide great educational content but it's the networking with other business decision makers in the Microsoft Partner system, and reaching out to the IAMCP Board members, that can have a huge impact.

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Inspired by his own experience with IAMCP, Barlev is giving back. As the new president of the Canadian IAMCP chapter, he continues on with the goal of growing membership and spreading the word about the organization's value.

In keeping with IAMCP's fundamental pillars, the SELA Canada team last year developed a mobile application which helps homeless pregnant women obtain better information and healthcare. The mobile solution earned them a Microsoft Global Partner of the Year Award last year in addition to national awards.

Continuing to prioritize community, this year SELA is hoping for a repeat win, this time in partnership with Mercer MacKay Solutions. The innovative Azure-based therapeutic writing program assists those recovering from addiction and struggling with mental health challenges. According to Barlev, "It's about community, partnership and helping others". With a smile Barlev adds, "Winning, is just a bonus".



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