# Transcript: AWS Partner Organization - Shara, Senior Manager

<https://www.youtube.com/watch?v=NDd6bNFxkVY>

**[00:00:01.00] – Speaker 1**

My name's Shara Barkovich, and I'm a manager in the Partner SI Organization, focusing on consulting partners for AWS. I've been in my role for six years next month. I've been in the Partner Organization the entire six years but I have had various roles. One was Partner Development Manager, and now I manage a team of Partner Development folks.

**[00:00:19.00]** (upbeat music)

**[00:00:23.00] - Speaker 1**

I would say the biggest takeaway in my first year is that there's so much potential for us to affect change and to be creative in this role, and to make that change happen quickly, which was astonishing to me with this being such a large organization. There are a few important things to bring to this role and the partner organization, and one of them is customer obsession. If you are customer obsessed, that's already half of it. And then the other side of it is, you know, sales and marketing and business development experience is also really foundational and important to the role, and we look for that too.

**[00:00:56.00]** (inspirational music)

**[00:01:00.00] – Speaker 1**

I am lucky every day that I get to work with a team of builders, and we may not be builders in the traditional sense like you mentioned in software, but where we build is with partners, and we help them build their businesses. We dive deep into the details of what they do, what they want to do, and what their AWS superpowers are, and then we help them work backwards from those goals. And so I'm proud to work alongside builders every day, and they're all through the partner organization. We have a lot of fun here and we work really hard, and those two together make a great environment. And it's really rewarding to get to not only see your own ideas come to fruition. If you have a Think Big idea, getting it implemented and working with all different teams in order to bring it forward. But it's also really rewarding to see our partner customers achieve their goals and have successful businesses because of the work that we do every day.