

DIRECTOR OF STRATEGIC PARTNERSHIPS & BUSINESS DEVELOPMENT

Experienced partnerships leader with a strong background in eCommerce and fintech. Proven expertise in building and scaling strategic partnerships with leading payment networks and technology platforms, including PayPal, Visa, Discover, Klarna, and AfterPay. Skilled in driving revenue growth, developing go-to-market strategies, and executing partner marketing initiatives. Experienced in collaborating with major eCommerce platforms such as Shopify, BigCommerce, and Adobe. Adept at managing complex partner ecosystems, negotiating impactful deals, and aligning cross-functional teams to achieve business objectives. Passionate about fostering long-term relationships that create mutual value and contribute to sustainable business growth.

CORE STRENGTHS

- **Partnership & Relationship Management:** Deep expertise in developing strategic partnerships, negotiating high-impact deals, and executing partner marketing strategies.
- **Sales & Revenue Growth:** Consistent track record of exceeding quotas, driving account management success, and expanding pipelines through strategic planning.
- **Technology & Enablement:** Skilled in leveraging CRM platforms (Salesforce, HubSpot), implementing data-driven sales strategies, and tracking performance metrics.
- **Strategic Business Development:** Proven ability to expand market reach, conduct competitive analysis, and define product and market strategies for sustainable growth.

PROFESSIONAL OVERVIEW

PROPERSKU (2025 - PRESENT)

DIRECTOR OF PARTNERSHIPS

- Develop and execute partnership strategies to drive revenue growth and expand ProperSKU's market presence.
- Identify and onboard third-party logistics providers to integrate ProperSKU's solutions.
- Manage and nurture relationships with clients and partners, ensuring long-term collaboration and revenue generation.

CART.COM, INC (2021-2024)

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- Built and led scalable revenue growth strategies through partnerships with leading brands such as PayPal, Coinbase, Signifyd, Klaviyo, Attentive, and Avalara.
- Managed the full lifecycle of integration and agency partnerships within the eCommerce ecosystem, ensuring seamless collaboration and growth.
- Developed sales enablement materials and streamlined the sales process to optimize conversion rates.
- Spearheaded outbound sales initiatives through LinkedIn, Outreach, and HubSpot, generating high-value pipeline opportunities.
- Designed and executed partner marketing campaigns, significantly boosting lead generation and partnership engagement.
- Surpassed sales quotas by 15% by leveraging data-driven insights to refine and optimize sales.

SENIOR PARTNER MANAGER

- Established and scaled the Partnerships division post-acquisition, integrating SaaS and Fulfillment services into the business model.
- Managed over 20 strategic partner accounts, focusing on engagement and sustained revenue growth.
- Closed high-value deals ranging from \$100K to \$20M, leveraging strategic partner referrals and AE collaboration.
- Increased partner satisfaction by 25% and accelerated new partner onboarding by 50% through strategic engagement initiatives.
- Organized and led partner marketing events, enhancing relationship-building and driving deal speed.
- Awarded "Top Partnership Quota Achiever" for exceeding sales targets by 240% in 2022.

AMERICOMMERCE (Acquired by Cart.com in 2021) (2017-2021)**SALES & PARTNERSHIPS MANAGER**

- Cultivated and managed strategic partnerships with major payment networks and platforms, including Discover, Visa, Sezzle, AfterPay, Klarna, and PayPal.
- Led all aspects of sales and partnership strategies, fostering a high-performance and growth-oriented sales culture.
- Implemented and optimized Salesforce CRM systems to enhance forecasting, pipeline management, and sales operations.
- Directed end-to-end sales cycles, from outbound prospecting to post-sale implementation, driving measurable growth.
- Achieved a 300% increase in market share by executing strategic direct sales and marketing initiatives.
- Aligned sales and marketing strategies to enhance brand visibility and revenue outcomes.

CAPITAL ONE (Division acquired by AmeriCommerce in 2017) (2014-2017)**SENIOR ACCOUNT EXECUTIVE**

- Led adoption of Spark Pay SaaS eCommerce and POS solutions through consultative sales strategy.
- Developed targeted marketing campaigns, increasing product visibility and customer acquisition.
- Exceeded quota consistently, ranking as the top-performing AE multiple years in a row.
- Strengthened customer retention and platform adoption through proactive account management.

BOY SCOUTS OF AMERICA (2010-2014)**DISTRICT EXECUTIVE****SCALLON CONTROLS INC.** (2009-2010)**ACCOUNT EXECUTIVE****EDUCATION**

BS, Communication – LAMAR UNIVERSITY