

# Partnerships Expert.

## Demonstrated Expertise in Strategic Partnerships, Program Management, & Full Lifecycle Marketing

### EXPERTISE

Program Management • Strategic Partnerships • Lifecycle Project Management • Marketing • Partner Strategy  
Business Development • Client Services • Vendor Relationships • Digital Strategy • Training Programs • Advertising  
Analyst Relations • Pharmaceuticals • Market Research • Human & Animal Health • Insurance • Non-Profit

### PROFESSIONAL EXPERIENCE

VeriShip, *Kansas City, MO / Remote*

January 2019 – September 2019

- Relocated Back To Kansas City, MO to Care for Ailing Father In-Law
- Part COVID-19 Related Layoffs (Recommendation Letters from Partnerships SVP & CRO Can Be Provided)

#### **Director, Partnership Programs**

- Plans, establishes, launches, owns and maintains the relationships of partners, including appropriate road-mapping and planning, prioritization, and expectation management
- Designs, builds, and executes programs and corresponding guidelines for Referral Partners, Affiliate Partners, & Alliance Partners in order to drive VeriShip revenue and address customer feedback gaps
- Audits, assesses, and documents partner program insights for actionable recommendations on an evolving multi-year department growth plan
- Develops full-scale go-to-market partner plans with email, webpage, webinar, & social media touch points
- Works cross-functionally with VerShip's sales, marketing, product, support, and financial teams to ensure collaboration/execution on partnership department initiatives
- Compiles partner sales and marketing data across multiple software platforms to synthesize into status reports
- Creates strong key performance indicators for partner accountability and program success measurement
- Analyzes current agreement requirements, potential for mutual gains and financials; evaluating all options and recommending the most viable solution and business arrangement
- Recognizes & speaks to both shipping & e-commerce market trends across Amazon, FedEx, & UPS
- Assessed, implemented & owns all responsibilities surrounding VeriShip "Partner Portal" (Allbound)

CINOS ADVISORS, *Kansas City, MO / Boston, MA / New York, NY / Remote*

November 2017 – Present

#### **Strategic Partnership Consultant**

- Responsible for finding, launching, owning & marketing key complimentary service line partnerships for clients
- Constructs robust digital marketing ecosystem strategies to support the on-going partnerships which include social media, website content, email & text message distribution, database creation, & target segmentation
- Identifies trends within metrics in the form of co-branding, messaging, audience identification, & outreach
- Consistently completed projects on time & under budget resulting in 30% higher profits for the CINOS Advisors

MYLO, A LOCKTON COMPANY, *Kansas City, MO*

February 2018 – December 2018

- Relocated to New York, NY Due To Spouse's Job

#### **Partner Success Director**

- Responsible for generating & owning key relationships with C-level executives by launching & directing partnerships with companies that offer complimentary service lines within the insurance space
- Spearheaded Mylo's successful mortgage & franchise vertical teams with exponential monthly account growth
- Created & implemented large scale direct marketing & analytics solutions including complex email campaigns & large scale customer outreach programs on behalf of the partnership to increase partnership revenue
- Actively pursued new business by responding & presenting requests for information/requests for bids

DSI (Data Systems International, Inc.), *Kansas City, MO*

May 2017 – January 2018

**Influence Marketing & Analyst Relations Program Manager**

- Co-owned a SaaS Analyst Relations department with a focus on operations as a certified practitioner, creating global best practices/guidelines while owning key relationships with Gartner, Forrester, & IDC analysts
- Led inquiries, briefings, & strategic advisory service days to relay & gather product/industry information
- Restarted Social Media program and managed all items from content development to publication

INTOUCH SOLUTIONS, *Overland Park, KS*

December 2013 – May 2017

**Strategic Partnerships Leader**

- Co-owned the Intouch Solutions Strategic Partnership department with a focus on developing partnership strategies designed to grow & extend the service offerings of Intouch Solutions to enterprise accounts
- Supported the organization to deliver sold programs along side the SEO, e-CRM/Email, & Analytics teams
- Successfully met & delivered on all initiative launch timelines for Adobe & Salesforce platform partnerships

**Senior Account Manager**

- Led a team focused on rapid organic growth of enterprise-level "incubation" accounts
- Owned the discovery/market research analysis, development & implementation of full life-cycle HCP/OTC/DTC marketing strategies for branded & generic pharmaceuticals consisting of social media, email, database & website development initiatives based on client objectives of increasing brand awareness & driving revenues

DEX ONE, *Overland Park, KS*

May 2011 – December 2013

**Marketing Business Analyst II**

- Supervised the Billing, Credit & Collections departments to improve productivity for marketing roles
- Organized the Key Performance Indicator metrics & reports to present to Executive team

**Client Recovery Specialist**

- Founded marketing pilot team focused on bringing back lost B2B client revenue resulting in rate of 70%+
- Negotiated new contracts for clients requesting to discontinue their advertising / marketing plans
- Coordinated with senior level management to advise of trends & client concerns

**Marketing Consultant**

- Looked for the potential SMB consumers in various markets, planned strategies & created marketing plans to increase the sales of the products while researching & analyzing the market for new conditions
- Created & implemented tactics for client to survive unexpected change in market & competition

**EDUCATION & RESIDENCY**

**Executive Master of Business Administration**, August 2012

BENEDICTINE COLLEGE, *Kansas City, Kansas*

**European Management Residency in Entrepreneurship & Business**, March 2012

MAASTRICHT UNIVERSITY, *Maastricht, Netherlands*

**Bachelor of Arts in Political Science - Emphasis on International Relations**, May 2010

UNIVERSITY OF KANSAS, *Lawrence, Kansas*

**Bachelor of Arts in International Studies - Emphasis on European Politics**, May 2010

UNIVERSITY OF KANSAS, *Lawrence, Kansas*

**CERTIFICATIONS**

Salesforce Partnership Accreditation • Salesforce Administrator (Trained) • Adobe Analytics (Sales) • MyInsights  
Adobe Campaign (Sales) • Adobe Experience Manager (Sales) • Adobe Media Optimizer (Sales) • Google Suite

**AWARDS**

**2016 Silver Award of Distinction: Pharmaceuticals, Health & Wellness**, COMMUNICATOR AWARDS, 2016

**Best in Class Award for Mallinckrodt.com**, INTERACTIVE MEDIA AWARDS, 2016

**W<sup>3</sup> Awards for Mallinckrodt.com: Animation & Visual**, ACADEMY OF INTERACTIVE & VISUAL ARTS, 2015

**W<sup>3</sup> Awards for Mallinckrodt.com: Web**, ACADEMY OF INTERACTIVE & VISUAL ARTS, 2015

**Pharmaceuticals Standard of Excellence Award for Mallinckrodt.com**, WEB MARKETING ASSOCIATION, 2015

**Circle of Marketing Champions**, DEX ONE, May 2012, April 2012, February 2012