

I build indirect channels from zero and turn them into revenue. Fifteen years across ISVs, agencies, resellers and SIs – **designing the programme, signing the commercials, and co-selling alongside sales until the pipeline actually closes.**

3 Partner programmes built from zero – Uberall, Locate Global, PanicGuard	€250K Net-new ARR in 12 months at Uberall, from 22 partner-sourced opportunities	£480K Pipeline built in year one at Locate Global, from no channel at all	5 YRS Consecutive years over quota at PanicGuard, peaking at 150% of target
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EXPERIENCE

APR 2025
PRESENT

Strategic Partnerships Manager, EMEA

Uberall · Location marketing & digital location experience

- **€250k net-new ARR and €950k of pipeline built in the first 12 months**, from 22 partner-sourced opportunities.
- Designed and launched the Agency Solutions Partner Program end to end – tiers, commission model, onboarding and enablement – and negotiated the commercial agreements behind it, covering revenue share and joint GTM commitments.
- Own EMEA partner strategy across ISVs and digital agencies, selling into retail, EV charging, hospitality, destination and multi-location brands.
- Run co-selling with BDRs, AEs, CSMs and Marketing: account mapping, joint campaigns and shared pipeline targets rather than parallel motions.

DEC 2023
PRESENT

Founder & Fractional Partnerships Consultant

PF Labs – Partner Formula Labs · Partner performance agency

- Fractional partner leadership for early-stage technology startups: near-bound strategy, programme design and channel build-out for teams without a partnerships function.

Head of Global Partnerships – Locate Global · Jan 2024 – Apr 2025

- Built the indirect strategy from scratch: **ten partners signed in ten months and £480k of net-new pipeline inside a year.**
- Launched a three-tier Ambassador, Referral and Reseller programme, and led the design and build of the partner portal.
- Co-marketing – case studies, white papers and webinars – lifted lead generation 12–20% in the months following campaigns.

AUG 2022
DEC 2023

Partner Development Manager, UK & RoMEA

Lightspeed Commerce · Commerce & payments

- Averaged 95% of quota across five quarters, hitting or beating target in three of them, recruiting referral and reseller partners across the UK and EMEA.
- Built partner onboarding and enablement: training, workshops and joint marketing that got partners selling faster.
- Ran co-marketing with strategic product partners – account and solution mapping, market segmentation, KPI alignment – and tracked performance through dashboards and regular business reviews.

AUG 2016
JUL 2022

Director of Partnerships, Global

PanicGuard · Personal safety technology

- Beat quota five years running – 105%, 115%, 105% and 150% – and won a five-year software licence worth £250k per annum.
- Co-sold contracts above £100k and built a global network of resellers, VARs and systems integrators.
- Opened partner relationships in new territories in person: New Zealand, Australia, Dubai, North America, Italy, the Netherlands and across Europe.
- Owned revenue forecasting and monthly and quarterly reporting to investors and the leadership team.

EARLIER

2010
2016

Growth & Partnerships – 90 Seconds · Jun 2015 – Jul 2016

Won FTSE brands and global advertising agencies for the video-as-a-service platform, including Zenith Media, McCann, GMR Marketing, The Drum and TaxiStudio.

Co-Founder, Business Development – PW12 · Jan 2013 – Jun 2015

Ran operations, customer acquisition and delivery for a video production agency. Built KPI dashboards and A/B tested marketing campaigns.

Senior Recruitment Consultant – ConSol Partners · Jun 2010 – 2013

C-level technology search for Fortune 500 and Tier 1 vendors across EMEA and North America. New business, client relationships and fee negotiation.

CAPABILITY

PARTNERSHIPS

Programme design and tiering · partner recruitment · co-sell and co-marketing · account mapping · enablement · QBRs

TOOLS

Salesforce · Crossbeam · Claude · workflow automation · partner portal design · vibe coding and web development

COMMERCIAL

Contract negotiation · revenue share models · joint GTM commitments · forecasting and pipeline management · executive stakeholder management

LANGUAGES

English – native
Spanish – professional working proficiency

EDUCATION & LEARNING

BA International Business – Kingston University · 2002–2006

CIM Digital Marketing – Chartered Institute of Marketing · 2009

PRINCE2 Practitioner – Axelos · 2019

Google UX Design Certificate – in progress