

## Rachel P. Meade

Strategic Partnerships and Business Development Leader

Accomplished global leader with a proven track record in driving initiatives from concept development through creation to expansion in the technology industry. I am a dynamic self starter that inspires colleagues through building relationships and improving business processes //MB – REWORD THIS

### PROFESSIONAL EXPERIENCE

#### Highspot

May 2022-Feb 2023

Head of Salesforce Alliance

- Achieved 165% Year-Over-Year (YoY) partner revenue growth through creation and launch of Highspot's Salesforce team. Duties included (1) the creation of Objectives and Key Results (OKR) to track progress of the team and (2) building an operational model to drive scalable growth
- Contributed 50% of total referral pipeline through creation and execution of Go-To-Market (GTM) strategy in conjunction with Salesforce.
- Generated 48% of Highspots partner marketing leads via Salesforce through Top-Of-Funnel (TOFU) initiatives that included partner marketing campaigns.
- reputation as the go-to strategic enablement partner.
- Cemented Highspot in EMEA market with Salesforce, steering the introduction of pivotal revenue streams.
- Developed internal partnership strategies and informed cross functional teams of best practices to ensure a culture of collaboration that delivered results across the organization

Commented [MB1]: Was there a partner revenue goal? How was performance against the goal?

Commented [MB3]: What was the goal? 20% 50% 100%?

Commented [MB4]: Need goal

Commented [MB5]: If no data for revenue stream, then omit

#### DocuSign

July 2014-Apr 2022

As an early pioneer at DocuSign, my career began as an individual contributor and over the course of 8 years I worked myself up to a Director that led the Company's largest technology partnership. My contributions played an integral part in leading the company from a single-product, 200M pre-IPO company to a multi-product, publicly traded Company producing 1B in revenue.

##### Director, Business Development (San Francisco, CA)

Nov 2020-April 2022

- Generated \$XXXm in annual revenue through development of "re-imagined" Salesforce partner GTM strategy
- Doubled new product average sales price Y/Y by identifying new pathways through Salesforce partnership into a more robust customer base.
- Increased new product revenue by 33% Y/Y by accelerating the first ever Partner Sales channel
- Pioneered triple play initiative to drive awareness & growth within crucial industries.
- Led cross business collaboration with key stakeholders namely product, marketing, sales and operations.

Commented [MB6]: Need goal and performance against

Commented [MB7]: Switch to %.

##### Sr Manager, Salesforce and SI Partnerships (London, UK)

Aug 2018-Nov 2022

- Unlocked the Salesforce EMEA business for DocuSign by building & successfully executing against a focused GTM strategy.
- Doubled partner revenue business Y/Y landing DocuSign as Salesforce's #1 partner in EMEA.
- Created Key Accounts Program resulting in 25+ new enterprise logos

Commented [MB9]: Switch to % increase

Commented [MB10R9]: If possible include performance against goal - ex: increased partner revenue by x% exceeding goal by \$xxx,xxx

**Summary. Of Other Roles at Docusign Seattle, WA)**

- |   |                    |
|---|--------------------|
| <input type="checkbox"/> Channel Manager (Seattle, WA)                                  | June 2017-Aug 2018 |
| <input type="checkbox"/> Business Development Manager - Partner Ecosystem (Seattle, WA) | May 2016-June 2017 |
| <input type="checkbox"/> Account Executive (Seattle, WA)                                | July 2014-May 2016 |

**Commented [MB11]:** Good to show multiple roles but your accomplishments up top are far more impactful than the ones 7 years ago.

**Kforce Technology Staffing  
Talent Manager**

**Nov 2012 – July 2014**

**Columbia Hospitality  
Sales & Planning Manager**

**Nov 2010 – July 2012**

**EDUCATION**

University of Oregon, BS in Business Administration, Major: Marketing	Sept 2006-June 2010
Study Abroad International Business Program, Seville, Spain	