Nathan Bowman

Partnerships Professional

Friendly, confident, data-driven project manager. I bring the hard and soft skills for cultivating meaningful strategic relationships with internal and external stakeholders. Over 50 completed environmental projects, along with dozens of other partnerships, including: VARs, ISVs, Agency partners, referral partners, co-selling, technical integrations, and brand partnerships with firms like Amazon Prime Video, Forbes, Dungeons and Dragons, Activision, and Magic the Gathering.

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# WORK EXPERIENCE

## **Partnerships Lead**

### Gather.town

*2020 - 2022*,  *(remote)*

*Founded in mid 2019, Gather.town is one of the first companies to make a mark in the Metaverse space - reaching 17+ million users and raising $78 million dollars at a $700 million valuation.*

*As one of the first 20 employees at one of the 150 fastest growing companies in the world, I planned, built, and operated the partnerships program at Gather.town, which was directly responsible for ~30% of the companies total income in the first year. My accomplishments included:*

Working with the CEO and the head of BizOps, I developed our partnerships plan to accomplish their larger business goals. I identified target regions and created partner profiles, recruiting a community of 80+ VAR and ISV firms in 29 countries.

Hosted weekly partner office hours to collect feedback from our most engaged partners to improve both our product and our partnerships program.

Using that feedback, I revamped our re-selling invoicing system to monthly billing, cutting ~70% off the time needed to process invoices and giving us almost complete visibility into revenue attribution from our partners.

I also used that feedback to launch our first lead-distribution experiment, leading to a 46% increase in response rates for co-selling opportunities. This method has been adopted across the entire sales team to direct high-revenue potential clients directly to the most relevant consultant partner firms.

Selected and implemented both the CRM and PRM systems, which allowed us to better attribute revenue, onboard new partners faster, and streamline the pipeline for referrals and lead distribution.

Developed and led multiple award winning brand partnerships with companies like

Magic the Gathering, Forbes, Amazon Prime Video, Dungeons and Dragons, and Activision.

## **Special Projects**

### Uncork-It

*2022 - Present*,

*Uncork-It is an award winning marketing/metaverse consulting firm - and one of the biggest Gather.town partners.*

*Achievements/Tasks*

I am responsible for preparing proposals, offering demonstrations, closing deals, developing and managing events, and mid-to-long term strategic planning in the metaverse space.

I also provide key account management services, project management, and other special projects as needed.

# SKILLS

Key Account Management

Partnership Development

Project Management

Relationship Management

Strategic Planning

# TECHNICAL SKILLS

**Analytics**

Amplitude, Excel, ArcMap, Globalmapper, AERMOD, exceptionally good at Googling

## **Graphic / Video Production**

Adobe Acrobat, Illustrator, Premiere Pro, Photoshop,

REAPER, Melodyne, Protools, Figma

## **Software Development**

Familiar with REST APIs, Javascript, developing technical integrations, and multiple no/low-code frameworks including Webflow, ReTool, and AppGyver.

# REFERENCES

## Forbes.com

*“ Wizards of the Coasts Magic the Gathering Strixhaven Virtual PR Event was a Masterclass in Pandemic Event Planning* <https://bit.ly/forbes_metaverse>*”*

## Kevin Wong (CEO/Founder Raid the Room)

*“ Nathan is a fantastic relationship builder and served as the glue of the partnership community. I watched him address many challenging situations, where things did not go as planned (to no fault of his own), and he handled every situation with empathy and kindness. As a business owner, I can confidently say that any company would be incredibly lucky to have Nathan on their team. The skills he exemplifies are extraordinary and rare, and yet he is still so humble and authentic. I cannot recommend Nathan any higher, and I can only hope that you have the fortune that I have had to work with*

*Nathan directly. ”*

## Joy Bancroft (Technical Writer/Gather.town)

*“ I had the incredible good luck to cross paths with Nathan while at Gather. He is truly a renaissance man with an eerie number of skills and breadth of expertise. He landed and managed some of the largest and most profitable partnerships while at Gather, including executing a project with Amazon premiering the Wheel of Time and the award-winning Forbes 30 Under 30 virtual event. He instantly excels at any task you place before him and yet is humble, empathetic, and a true joy to work with. Any company that lands*

*Nathan will feel the benefit of his work for years to come. ”*

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# WORK EXPERIENCE

**Environmental Project Manager** HMB Professional Engineers Inc.

*2013 - 2020*,  *(Frankfort, KY)*

*HMB Professional Engineers Inc is a civil engineering firm headquartered in Kentucky, with ~100 employees and regional offices in Tenneessee, Alabama, Georgia, and Indiana.*

*I was the lead project manager on 80+ state government transportation projects across the southeast. I was responsible for end-to-end delivery of the environmental aspects of dozens of projects with multi-million dollar budgets.*

Coordinated with engineering, right-of-way, state and community stakeholders and contractors to ensure projects came in on time and under budget.

After developing new formats for environmental impact analysis reports, I wrote a

style guide that was used by the entire company to ensure consistent branding and excellent document quality.

Received a performance incentive at least once a year for developing new analysis techniques and/or completing projects significantly under budget and ahead of schedule.

Helped develop two new environmental markets for HMB (brownfields redevelopment and bicycle/pedestrian urban planning) - and was the lead writer and project manager on the first project in each.

## **Owner**

### Nathan Kentucky Productions

*2012 - 2020*,

*Owned and operated an A/V production company, providing technical production services to local musicians, festivals, non-profits, corporations, and political entities.*

Using my experience and relationships as a former professional musician, I launched a production company to fill a hole in the southeastern regional market for small/mid sized events.

450+ shows and events supported to date, including performances at: The

Kentucky State Fair, live on Red Barn Radio, Thunder over Louisville (2018, 2019,

2020 cancelled for COVID), and numerous other events with clients such as GE, Toys for Tots, and Makers Mark.

Managed client relationships, marketed and secured new work, performed services, contracted production assistants and crew.

# PERSONAL PROJECTS

## "Building the Metaverse in Public" (2022)

6

part article series detailing my efforts reverse engineering a

Gather.town clone - "skyOffice"

[https://bit.ly/build\_the\_metavers](https://bit.ly/build_the_metaverse)

[e](https://bit.ly/build_the_metaverse)

Long Distance Touch Lamps

(2022)

Article about making a Christmas present for my mom - 8x IoT long distance touch lamps, including writing the code, developing the UX/UI, and the actual physical construction of the lamps. <https://bit.ly/Nathans_Mom_Christmas>

## "Kips Last Year" (2016)

Created a fund-raising campaign to help a high school classmate finish medical school in Kenya - produced 4x benefit concerts, coordinated the media campaign, hosted an Ultimate Frisbee

tournament, and raised $26k. The project was recognized as a

GoFundMe Campaign of the Week <https://bit.ly/kips_last_year>

# EDUCATION

## **B.S. Natural Resource Management (with a second major in Music)**

### Sewanee: the University of the South

*2008 - 2012*,  *Sewanee, TN*

*Courses*

Benedict Scholar (full tuition, room, board, and fees - 3 awarded annually)

Graduated *magna cum laude*

Senior Thesis: *Air Quality Modeling on North Carolina*

*Gravel Roads* - published as part of 2012 National Forest

Service Environmental Assessment

## **International Baccalaureate**

### Lester B. Pearson United World College of the Pacific

*2005 - 2007*,

*Victoria, BC Canada*

*Courses*

Shelby Davis Scholarship (full tuition, room, board, and fees)

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