

SANA CORDEAUX

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PROFESSIONAL EXPERIENCE

Executive Summary

Strategic partnerships leader with deep experience building and scaling global cloud and SaaS partner ecosystems. Known for bridging the gap between technology alliances, product innovation, and go-to-market execution. Over 10 years driving co-sell, co-build, and co-market motions with hyperscalers (AWS) and leading ISVs to generate multimillion-dollar revenue growth. Combines hands-on execution with strategic vision — aligning cross-functional teams, developing scalable partner programs, and turning alliances into measurable business outcomes.

Amplitude

Global Head of Ecosystem Partnerships

Remote

December 2024 - Present

- Led the design and execution of Amplitude's global ecosystem strategy, expanding into three new strategic markets and surpassing executive growth targets.
- Built and launched a co-sell program with ISV partners, generating \$2M+ in sourced pipeline in the first year and creating a repeatable model for partner-led revenue.
- Developed a partner tiering framework and ideal partner profiles that improved partner quality and increased ecosystem-driven revenue contribution.
- Worked closely with Product and Engineering teams to deliver deep technical integrations, unlocking \$3M+ in new ARR and strengthening platform adoption.
- Created and rolled out partner onboarding and enablement programs, supporting 120+ sellers and producing 1,000+ qualified leads through co-marketing campaigns.
- Implemented Salesforce dashboards to track partner performance and provide executive visibility into sourced revenue, attach rates, and pipeline velocity.
- Built and maintained C-level relationships with 15+ strategic alliance partners, evolving relationships from transactional to joint GTM and co-innovation partnerships.
- Drove a data-driven approach to partnership management, improving visibility into ROI and influencing investment priorities across the global partner ecosystem.

Amazon Web Services

Partner Industry and Solutions: Channel Partner Development, GEN AI/ML

Arlington, VA, USA

October 2017 - December 2024

- Directed **go-to-market (GTM) strategy** for AWS's GenAI/ML business, leveraging ecosystem partners to drive multimillion-dollar pipeline creation and measurable revenue growth.
- Designed and executed the *AI/ML Discovery Workshop* for the **Media & Entertainment** vertical, aligning account teams and partners to generate **86 partner-attached opportunities** and **\$6.6M ARR**.
- As part of AWS's **Catalyst Team**, accelerated the launch and adoption of **early-stage AI/ML services** through partner enablement, pre-GA access, and real customer use cases.
- Partnered with **Accenture** to deploy *Amazon Rekognition* at **San Diego Gas & Electric**, enabling automated image analysis that improved wildfire prevention and reduced inspection time.
- Built and launched AWS's first **Nonprofit Competency**, coordinating **90+ stakeholders** and 15 cross-functional leads to certify **19 partners globally**.
- Created and managed **AWS CloudStart**, a global expansion initiative enabling SMBs in emerging markets to adopt AWS, achieving **15–20% conversion** to paid customers in regions including Portugal, Turkey, Peru, and Sweden.
- Led **localization and rollout of CloudStart Japan**, aligning with regional goals and focusing on **EdTech and HealthTech** verticals; oversaw end-to-end program adaptation and enablement.
- Worked cross-functionally with Solutions Architects, Product, and Marketing teams to ensure **validated integrations, joint GTM motions**, and scalable **partner enablement** models.
- Engaged with senior executives across partner organizations to influence **joint GTM investments**, ensuring alignment with AWS product roadmaps and driving shared success.
- Introduced **performance tracking and partner scorecards**, improving visibility into partner ROI, co-sell velocity, and overall ecosystem impact.

Veluxe

Director of Strategy and Operations

Washington, DC, USA

May 2015 - October 2017

- Guided the end-to-end customer journey, devised marketing strategies, and provided oversight for staff development.
- Drove the corporate social media strategy, mitigated operational risks, and formulated feasibility plans for market entry.
- Led acquisition and city expansion strategies across the United States.
- Drove brand awareness and revenue growth through the formulation of innovative marketing strategies and management of the marketing mix.

- Institutionalized rigorous hiring and staffing processes, leading comprehensive staff development initiatives to build a high-performing team.
- Orchestrated comprehensive risk assessments and implemented mitigation strategies, directly safeguarding business continuity and resilience.
- Cultivated strategic partnerships with companies, unlocking collaborations and driving mutual growth opportunities.

Ernst & Young

Manager Strategy and Operations

Tysons Corner, VA, USA

April 2014 - May 2015

- Advised senior leadership on organizational strategy, providing strategic guidance and delivering recommendations for an evolved future state based on comprehensive risk and maturity assessments.
- Led nationwide client engagements, conducting in-depth analysis to strategically identify organizational gaps and opportunities for optimization.

Deloitte

Senior Strategy Consultant

Rosslyn, VA, USA

July 2008 - April 2014

- Advised clients on service delivery transformation trends and provided subject matter expertise on budget processes, influencing strategic decisions.
- Provided subject matter expertise on all phases of the budget process, advising senior management on complex budget issues.
- Created executive-level visibility into program costs, empowering leadership with the data needed for informed, fiscally responsible decision-making.
- Oversaw the development and execution of project plans for high-priority, client-facing deliverables, ensuring successful outcomes and timely delivery.

Morgan Stanley

Financial Analyst Fixed Income Derivative

Baltimore, MD, USA

July 2006 - July 2008

- Served as the primary liaison for traders and sales teams, resolving complex trade ticket queries and conducting comprehensive risk analysis for fixed income derivatives.
- Developed strong relationships with dealers, hedge funds, corporations, and asset management companies to resolve discrepancies in the derivatives market.

EDUCATION

George Washington University

MBA

George Washington University

Bachelor's, Finance

CORE COMPETENCIES

Partner Ecosystem Development, Strategic Planning & Execution, Channel Sales, Business Development, Product/Program Management, Solutions/Services Enablement, Cross-Functional Leadership Customer & Market Insights, Data-Driven Decision Making, Go-To-Market Leadership, Data Analysis, Cross-Functional Collaboration, Customer Experience

SKILLS and RECOGNITION

Awards/Recognition: 2025 GTM Awards-Global Partnerships Winner

Strategic Partnerships & Alliances
 Co-Sell / Co-Market GTM Strategy
 Cloud Marketplace Operations & Optimization
 Partner Enablement & Onboarding Frameworks
 Integration & Technical Alignment with Product Teams
 Ecosystem Development & Tiering Frameworks
 Data-Driven Partner Performance Management
 C-Level Relationship Management
 SaaS & Infrastructure Partner Programs
 Revenue Growth, Pipeline Creation & Forecasting

LANGUAGES

Fluent: Urdu