

# MIKE YAKOVLEV

VP of Partnerships | AI & Ecosystem Strategy | \$114M+ ARR Influenced

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## PROFESSIONAL SUMMARY

Strategic partnerships executive with 15+ years driving ecosystem growth at high-growth SaaS and FinTech companies. Currently leading **AI integration strategy** at CallVu, leveraging **model provider APIs** (OpenAI, Anthropic, Google), **cloud platforms** (AWS, GCP), and implementing **MCP and A2A frameworks** for multi-agent architectures. Proven track record scaling partner ecosystems from zero to **\$114M+ ARR** influenced, with deep expertise in API marketplace development, complex commercial agreements, and cross-functional GTM execution. Thrive in ambiguous, fast-evolving environments where AI strategy requires rapid iteration, technical discovery, and alignment across product, engineering, and go-to-market teams.

## LEADERSHIP HIGHLIGHTS

- Manage **7 direct reports** at CallVu across Partner Managers, Partner Marketing, and Solution Engineering
- Scaled Zendesk's Technology Alliances from **first hire to 8 direct reports** driving ecosystem growth
- Built and led **20+ person** Customer Success team at Credit Sesame across support, sales, and success

## AREAS OF EXPERTISE

**AI Partnership Strategy | Multi-Agent Architectures | MCP/A2A Frameworks | API Marketplaces**

Cloud Platforms (AWS, GCP) · App Marketplace Development · Developer Relations · Tech Partner Programs

Complex Commercial Agreements · GTM Strategy · Enterprise SaaS · Ecosystem Growth · Revenue Operations

## PROFESSIONAL EXPERIENCE

### VP of Partnerships

2024 – Present

CALLVU, San Francisco, CA

Lead CallVu's global partnership ecosystem and AI integration strategy, managing 7 direct reports across Partner Management, Partner Marketing, and Solution Engineering. Influence product roadmap and GTM strategy through partner insights while driving alliances with hyperscalers, model providers, and technology vendors.

- Spearhead **AI integration strategy** implementing MCP servers, A2A agent frameworks, and orchestration layers that leverage OpenAI, Anthropic, and Google AI APIs
- Architected integrations with **AWS and GCP** for cloud-native deployments, enabling enterprise customers to leverage cloud AI services within CallVu's platform
- Led technical discovery for **multi-agent architectures**, collaborating with engineering to define API specifications and integration patterns for AI ecosystems
- Expanded revenue streams by **35%** in six months through alliances with Nice, Cisco, EPIC, Zendesk, and Salesforce
- Built partner management framework reducing onboarding time by **75%** and improving partner satisfaction scores by 40%
- Negotiated **complex commercial agreements** including revenue-share models, co-development terms, and enterprise licensing
- Drove **65% increase** in executive engagement through joint marketing campaigns and thought leadership events

## **Senior Manager, Technology Alliances**

2020 – 2023

ZENDESK SELL, San Francisco, CA

Built the Zendesk Sell partner ecosystem from scratch, scaling team from first hire to 8 direct reports. Defined partner lifecycle for apps and integrations, co-developed GTM strategy with partners, and influenced product roadmap through ecosystem insights.

- Generated **\$13M in incremental revenue** through strategic partnerships, representing 14% of total company revenue
- Expanded partner ecosystem by **53%** recruiting cornerstone partners: Slack, Shopify, Dropbox, Zoom, Google, Microsoft
- Identified and recruited **early AI-native integration partners**, positioning Zendesk ahead of generative AI adoption curve
- Increased partner satisfaction scores by **47%** and reduced onboarding time by 30% through lifecycle optimization
- Drove **71% increase** in partner engagement through strategic programs, joint webinars, and co-marketing events
- Reduced integration approval time from 2-3 months to **2 weeks** through process automation
- Established partner advisory council with top 15 partners to gather product feedback and align on roadmap priorities

## **Manager, Technology Alliances, App Marketplace**

2017 – 2020

ZENDESK, San Francisco, CA

Owned relationships with 400+ partners building applications across 20+ industries. Drove GTM execution through account mapping, lead sharing, and joint content development. Collaborated with product teams to influence roadmap based on partner and customer feedback.

- Grew technology alliance ARR influence from **\$7M to \$114M+** through strategic partner recruitment and activation
- Generated **53% YoY lift** in engagement by developing comprehensive sales enablement assets and partner collateral
- Created Zendesk's **first partnership accelerator** for emerging CX companies entering the Tech Partner Program
- Spearheaded integrations across **20+ solution categories** with Lessonly, Aircall, MaestroQA, Intercom, RingCentral
- Established partner success metrics and reporting frameworks that improved partner retention by **35%**
- Built and maintained competitive intelligence database tracking 50+ competitor partner programs and strategies

## **Head of Customer Success**

2013 – 2016

CREDIT SESAME, Mountain View, CA

Led full lifecycle of customer success operations for credit monitoring and identity protection products serving millions of consumers. Built and managed 20+ person team across support, sales, and customer success functions. Partnered with product and engineering to improve user experience and reduce churn.

- Transformed customer support from **cost center to profit center** through workflow optimization and automation
- Reduced customer churn and lost revenue by **25%** through compliance and quality control improvements
- Built top-performing team, recruiting and mentoring **20+ professionals** across support, sales, and success in 3 years
- Developed customer retention strategies that increased monthly subscription renewal rates by **18%**
- Created training programs and QA frameworks that reduced average handle time by **30%** while improving satisfaction
- Established escalation protocols and VIP support tiers that improved resolution rates for high-value customers by **40%**

## **OTHER EXPERIENCE**

**nZero**, Senior Director, Strategic Partnerships and Programs (2023): Built partner program for carbon management platform, driving adoption with energy providers and sustainability consultants.

**Lending Club**, Member Services Supervisor: Led team of 12, improved first-call resolution by 22%.

**Wells Fargo**, SMB Business Banking Manager: Managed 200+ client portfolio, exceeded targets by 15%.