

# MIKE YAKOVLEV

San Francisco Bay Area | (415) 418-4176 | themike423@gmail.com | linkedin.com/in/mike-yakovlev | Portfolio

## VP of Partnerships & Channel Operations | 12+ Years Scaling B2B Software Ecosystems

### SIGNATURE ACHIEVEMENTS

**\$7M → \$114M+**

Partner-Influenced ARR  
Growth at Zendesk

**0% → 35%**

Channel Revenue  
Transformation at Callvu

**6 Companies**

Currently Advising on  
Channel Strategy

### CORE EXPERTISE

- Channel Sales Strategy & Pipeline Generation
- Scalable Playbook Development & Deployment
- SFDC Power User: Dashboards, Workflows, Reports
- Tableau Analytics & Real-Time Performance Tracking
- PRM Systems: PartnerStack, Impartner, Crossbeam
- ISV, MSP, OEM, Reseller & Distributor Models
- Partner Enablement, Certification & LMS Programs
- Multi-Company Portfolio Channel Management

### PROFESSIONAL EXPERIENCE

#### CALLVU

**VP OF PARTNERSHIPS** (April 2024 – Present)

Responsible for channel sales, reseller partnerships, and strategic alliances across North America, building partner-sourced revenue engine.

- FOCUS AREA:** Built partner ecosystem from zero across ISV integrations (NICE, Cisco, Zendesk, Salesforce), MSP channel, and OEM/reseller agreements. Program now contributes 35% of total company revenue.
- ACHIEVEMENTS:** Generated \$4.7M partner-sourced pipeline in first 12 months; recruited 15+ channel partners; reduced partner onboarding from 8 weeks to 2 weeks (75% reduction).
- LEADERSHIP EXPERIENCE:** Built and lead 7-person team across Partner Management, Partner Marketing, and Solution Engineering with full P&L ownership of partnerships function.
- GTM STRATEGY & EXECUTION:** Designed deal registration system, co-sell playbooks, and partner tiering model; built real-time Tableau dashboards tracking partner pipeline velocity and conversion rates.
- CROSS FUNCTIONAL ALIGNMENT:** Embedded partner success metrics into Sales comp plans, resulting in 3x increase in AE engagement on partner-sourced opportunities.
- INTERNAL ENABLEMENT:** Launched partner certification program and bi-weekly enablement sessions, increasing partner solution mentions in sales calls by 40%.
- STRATEGIC PARTNERSHIPS:** Closed anchor partnerships with CSG and Bluefin, establishing co-sell motions that serve as templates for future partners.

#### ZENDESK

**SENIOR MANAGER, TECHNOLOGY ALLIANCES** (2017 – 2023)

Responsible for ISV partnerships and technology alliances, building partner ecosystem that scaled partner-influenced ARR from \$7M to \$114M+.

- FOCUS AREA:** Recruited and managed 400+ ISV partners including Slack, Shopify, Zoom, Google, and Microsoft; built the technology alliance program across 20+ solution categories serving enterprise, mid-market, and SMB.
- ACHIEVEMENTS:** Scaled partner-influenced ARR from \$7M to \$114M+ (16x growth in 6 years); built Zendesk Sell app marketplace from 0 to 90 apps in 2 years; improved partner retention by 35%.
- LEADERSHIP EXPERIENCE:** Grew Technology Alliances team from first hire to 8 direct reports; established OKRs, performance metrics, and quarterly business reviews that became company standard.
- GTM STRATEGY & EXECUTION:** Created channel playbooks for partner recruitment, deal registration, co-sell/sell-through, and certification; implemented QBR and LRP cadences adopted across all partner segments.
- CROSS FUNCTIONAL ALIGNMENT:** Partnered with Product to prioritize API investments based on partner demand, resulting in 53% YoY increase in integration adoption; established executive reporting to CRO.
- INTERNAL ENABLEMENT:** Trained 200+ AEs through weekly partner solution sessions and office hours; launched annual Partner Day event that drove 25% increase in deal registrations.
- STRATEGIC PARTNERSHIPS:** Negotiated cornerstone partnerships with Slack, Shopify, and Zoom including co-marketing commitments and dedicated co-sell resources; created first partnership accelerator for emerging CX companies.

### EARLIER EXPERIENCE

**CREDIT SESAME** – Head of Customer Success (2013–2017): Built 0 to 20 person team; reduced churn 25%; increased recurring purchases 118%

**NZERO** – Sr. Director, Strategic Partnerships • **LENDING CLUB** – Supervisor • **WELLS FARGO** – SMB Banking

### LEADERSHIP & AFFILIATIONS

**Partnership Leaders** Executive Member & Marin County Chapter Lead | **CharacterHub** Angel Investor & Strategic Advisor