

ERIKA UNDERWOOD

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SUMMARY

Seasoned Strategic Partner Manager with 9+ years in EdTech and B2B sectors, specializing in optimizing partner content performance and driving long-term engagement. Proven track record in managing diverse university and industry partnerships, delivering data-driven insights, and collaborating cross-functionally to align business and academic goals.

SKILLS

- Partner Growth & Expansion
- Revenue Generation & Retention
- Content Performance Optimization
- Multi-Partner Management
- Strategic Relationship Building
- Data-Driven Analysis
- Cross-Functional Collaboration
- Content Performance Optimization

RELEVANT EXPERIENCE

Nexford University | Remote

01/2025 - Present

Accredited, online university with AI-aligned curriculum

Head of Partnerships

- **Strategic Account Management:** Grew 10+ strategic cross-channel partnerships by aligning tailored, scalable learning solutions with partner objectives to drive growth.
- **Growth & Positioning:** Pitched and shaped GTM strategy with VCs, board members, and advisors—aligning on ICPs and launching campaigns that accelerated partner pipeline.
- **Revenue Process Leadership:** Collaborate with RevOps and teams to optimize B2B revenue processes, accelerating sales cycles and enabling data-driven decisions.
- **Partner & Sales Enablement:** Own strategy, creation, and deployment of B2B sales and account, collateral, videos, and weekly email campaigns, driving partner engagement and nurturing pipeline.
- **Data-Driven Outreach:** Utilize HubSpot CRM and segmented email sequences to run targeted campaigns, analyze results, and optimize outreach, boosting qualified meetings across EdTech, workforce, and enterprise.

Careerspan | Remote

05/2024 - 01/2025

AI-powered SaaS platform focused on talent development

Partnerships & Customer Success - Consultant

- **Customer Success Strategy:** Developed customer success strategies for AI/SaaS career service products, driving adoption and cross-selling efforts
- **Strategic Growth & Retention:** Proactively mitigated risks across the customer journey, from onboarding to renewal, resulting in expansion through solution-based strategic partnerships.
- **Cross-Functional Collaboration:** Partnered with product and engineering teams to integrate customer feedback into the product roadmap, boosting feature engagement.
- **Operational Excellence:** Designed scalable processes and communication cadences, streamlining customer outreach and engagement to improve efficiency and impact.
- **Results-Driven Engagement:** Aligned customer solutions with business goals, using industry insights and market trend analysis to drive value and uncover unique partnerships.

Coding Dojo | Remote

11/2021- 5/2024

A \$60 million global EdTech company specializing in workforce development & continuing education

Senior Director of Partnerships

- **Partnership Development:** Crafted go-to-market strategies that built strategic partnerships and

- strengthened key stakeholder relationships, driving a 7% revenue increase in the first year of a new partnership program.
- **Account Management:** Managed over 65 enterprise accounts, including three Fortune 50 clients, focusing on seamless project coordination and robust stakeholder alignment to secure renewals.
- **Teamwide Collaboration:** Orchestrated product teams to design a customer-centric SaaS application, resulting in a successful enhancement of customer experience and engagement.
- **Value Optimization:** Achieved a 60% client reengagement rate and 46% recurring revenue growth by implementing a customer success model that prioritized client needs.
- **Executive Presentation | Industry Expertise:** Captivated audiences at NAWDP Conference and EdTech Week with presentations on innovative EdTech partnership strategies.

The Data Incubator – A Pragmatic Institute Company | New York, NY

02/2016 - 10/2021

A \$20 million EdTech company offering technical training & talent acquisition services

Sales Director: Fellowships and Partnerships

08/2018 - 10/2021

- **Account Sales Leadership:** Led a team to exceed revenue targets, doubling department contributions and achieving 100% of sales quota in 2020 through client-centric strategies.
- **Strategic Account Growth:** Transformed the O'Reilly Media account into a strategic partner, contributing \$1.2 million in revenue with 12% year-over-year growth via strategic cross-selling.
- **Renewal & Retention Success:** Negotiated a five-year, \$3 million+ partnership by identifying customer expansion opportunities and account planning.
- **Customer Success & Engagement:** Hosted online workshops to enhance communication and promote the product, resulting in a 25% revenue increase and a 62% boost in program engagement.
- **Product Strategy Expansion:** Expanded and streamlined product offerings, managing logistics and operations, driving 40% revenue growth by increasing customer programs from one to eight.

Director of Partnerships

02/2016 - 07/2018

- **Strategic Special Projects:** Managed special projects with accounts, surpassing targets and generating an additional \$230,000 in revenue compared to peers.
- **Sales Execution & Quota Success:** Exceeded quota by 102%, adding 200+ accounts and closing 20 partnerships in a month, setting a company record.
- **Enterprise Relationship Management:** Managed enterprise accounts, building strong C-suite relationships, achieving a 6% higher close rate, and exceeding a \$500,000 quota by 110%

EDUCATION

Purdue University | West Lafayette, Indiana

Bachelor of Science: Retail Management

Fashion Institute of Technology | New York, New York

Associates in Applied Science: Fashion Merchandise Management