

James Knight
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PROFESSIONAL SUMMARY

Results-driven Director of Channel Partnerships with over 20 years of experience in strategic sales, business development, and channel management. Proven ability to drive substantial revenue growth and market expansion through innovative partner engagement strategies and effective team leadership.

EXPERIENCE

Partnerships and Sales Growth Strategist

SCORMR - Contract, Mar 2023 - Present

- Drove a 30% increase in market presence and revenue through targeted channel sales strategies.
- Identified growth opportunities, resulting in a 25% rise in customer acquisition.
- Aligned sales teams and partners with revenue objectives, boosting overall performance by 15%.
- Enhanced partner performance with tailored training programs, resolving complex issues and increasing satisfaction by 75%.

Partnerships Manage

Builder.ai, May 2022 - Nov 2022

- Developed 25 strategic partnerships, boosting the sales pipeline by 425%.
- Closed \$2.5M in partnership deals, significantly increasing sales bookings.
- Improved partner benefit offerings, resulting in a 15% revenue growth.
- Enhanced brand visibility and recognition through strategic event participation.
- Launched a channel marketing campaign, achieving a 25% increase in customer acquisition.
- Implemented a comprehensive partner training program, enhancing performance and sales outcomes.

Partner Sales Manager

Clearlink, May 2020 - May 2022

- Increased return customer base by 75% by resolving complex issues.
- Achieved President's Club status, driving \$60K in monthly recurring revenue.
- Boosted sales by 30% through focused marketing efforts based on consumer trends.
- Increased team revenue by 15% through enhanced cross-selling opportunities.
- Maintained top 1% sales agent status for three quarters with strategic sales techniques.
- Enhanced team skills and sales effectiveness with targeted training programs.

Director of Strategic Partnerships

Neutron DM, Mar 2017 - May 2019

- Generated \$47.5K in monthly recurring revenue by building a new business line.
- Increased key account revenue by 300% and new account gross margins by 45%.
- Implemented competitive pricing strategies, aligning with business objectives.
- Drove significant ROI improvements through tailored client solutions.
- Developed successful national channel sales programs, enhancing market reach.

Channel Director

3D Networks, Mar 2012 - Jan 2017

- Expanded partner base from 2 to 90, driving 75% YoY revenue growth.
- Generated over \$6M in indirect sales within nine months through strategic channel programs.
- Enhanced partner engagement and sales with targeted channel initiatives.
- Increased market share by identifying and capitalizing on emerging opportunities.

Regional Channel Manager

Telarus, Jun 2003 - Mar 2012

- Achieved 40% growth in partner-driven sales through strategic business development.
- Increased market penetration by 30% with regional channel strategies.
- Fostered key partner relationships, driving significant revenue growth.
- Improved partner performance and productivity with effective training programs.

EDUCATION

Bachelor of Arts: Radio TV Film

University of North Texas, Denton, TX

KEY SKILLS

- Channel Sales Strategy
- Business Development
- Partnership Management
- Revenue Growth
- Market Analysis
- Strategic Planning
- Team Leadership
- Training and Development
- Customer Acquisition
- Market Expansion