

James Knight

Strategic Partnerships & Cloud Channel Leader

Salt Lake City, UT | Remote-Ready

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Professional Summary

Highly accomplished and results-driven **Partner Development Director** with over 15 years of experience building, scaling, and leading **strategic partnerships** and **channel sales** programs within **SaaS** and **Cloud** ecosystems. Proven ability to **recruit** and build winning partnerships, develop and execute **Go-to-Market (GTM) strategies**, and drive significant **indirect sales revenue** growth across the **Americas** region. Expertise includes developing **partner account plans**, building **partner readiness**, co-developing **channel programs**, managing **pipeline** and **forecasting**, and securing **executive sponsorship** for complex deals. Adept at leveraging the partner **ecosystem** and collaborating with **direct sales** teams to maximize business potential. Known for creating foundational playbooks, driving market expansion, and fostering authentic, trusted relationships with **MSPs, SIs, GSIs**, and hyperscalers like **Microsoft, Amazon, and Google**. Possesses a strong understanding of **Cloud markets (IaaS, PaaS, SaaS)** and **Managed Services**. Highly motivated self-starter with a track record of transforming strategic requirements into tangible action and delivering high-impact business results.

Professional Experience

Strategic Partnerships & Channel Sales Leader | Various Software & SaaS Businesses (Contract)

Mar 2023 – Present | Remote

- Spearheaded comprehensive **channel sales strategy** execution, significantly boosting **partner-sourced revenue by 25%** and increasing market presence by 30% through strengthened partner relationships.
- Developed and implemented referral partnership programs focused on optimizing inbound lead flow and enhancing client satisfaction.
- Analyzed sales data and performance metrics to identify growth opportunities, launching targeted initiatives that optimized **Partner Qualified Lead (QPL) generation** in a remote environment.
- Provided strategic guidance and support to sales teams, channel partners, and internal stakeholders, ensuring alignment with overall revenue growth objectives.

- Collaborated effectively with Marketing, Sales, and Product teams to align strategies and implement cohesive **Go-to-Market** initiatives.

Partner Manager | Builder.ai

May 2022 – Nov 2022 | Salt Lake City, UT (Hybrid)

- Managed **GTM partnerships** with **SaaS** and **cloud providers**, successfully establishing 25 strategic alliances and driving a **425% increase in the partner sales pipeline**.
- Secured **\$2.5M in partnership deals**, significantly accelerating partner-led revenue growth (30% growth during tenure).
- Built the company's **first formal partner enablement playbook** and onboarding program from scratch, streamlining partner activation and reducing ramp-up time by 40%. This enabled self-sufficient co-selling teams.
- Collaborated with product and AI teams to embed innovative workflows into **co-marketing strategies** and sales playbooks.

Partner Sales Manager | Clearlink

May 2020 – May 2022 | Salt Lake City, UT (Remote)

- Managed a high-performing **mid-market/enterprise partner portfolio**, consistently generating over **\$10M in partner-influenced revenue** annually.
- Achieved President's Club status by exceeding sales targets by 30% through data-driven strategies.
- Increased team revenue by 15% via focused cross-selling initiatives and targeted partner training.
- Served as the partnership lead in cross-functional **GTM planning meetings**, ensuring partner needs aligned with Sales, Marketing, and Product plans.

Director Of Strategic Partnerships | Neutron DM

Mar 2017 – May 2020 | Greater Salt Lake City Area (Remote)

- Led the creation and execution of key referral partnerships, resulting in a **300% increase in key account revenue** through focused relationship building and support.
- Identified, recruited, and developed new strategic partners for **SaaS** and technology solutions, focusing on digital growth and upsell opportunities.
- Launched a new **SaaS** solution business line from idea to reality, generating \$47.5K in new Monthly Recurring Revenue (MRR).

Channel Director, Global Accounts | 3D Networks

Sep 2012 – Mar 2017 | Austin, TX (Remote)

- Directed the partner acquisition strategy, rapidly expanding the active partner base (VARs, **MSPs, System Integrators**) from 2 to over 90 firms and achieving **75% YoY revenue growth**.
- Drove **indirect sales revenue over \$6M annually** by recruiting, onboarding, and managing Technology Partners and Systems Integrators to drive business into the AsiaPac region from the US.
- Provided ongoing management of enterprise solutions including **Cloud Solutions (IaaS, SaaS)** and **Managed Services**.
- Developed and led national **channel programs** that expanded market reach and improved channel efficiency by 25%.

Regional Channel Manager / Channel Partner Manager Southwest | Telarus, Inc.

Jan 2005 – Apr 2012 | Austin, TX (Remote)

- As a key early hire (Employee #4) in a fast-growing startup environment, played a pivotal role in building the foundation of the national partner program.
- Successfully found, onboarded, trained, and helped grow diverse partners (agents, VARs), adapting support for partners at different stages.
- Built and managed a primarily **remote partner ecosystem** from the start, setting up effective communication, training, and support processes for distributed teams.
- Created the first sales enablement programs and scalable **GTM support processes**, leading to 40% growth in partner-driven sales and a 30% increase in market penetration.

Education

Bachelor of Arts, Radio, Television, and Film | University of North Texas | Denton, TX

Skills

Strategic Partnerships & Alliances: Partner Development, Strategic Planning, Ecosystem Development, Executive Relationship Management, Partner Recruitment & Onboarding, Partner Activation, Partner Lifecycle Management, Global Account Management.

Channel Sales & GTM: Channel Sales Strategy, Indirect Sales, Co-Sell & Co-Market Strategy, Go-to-Market Execution, Channel Program Development, Partner Enablement, Sales Enablement, Playbook Creation, Territory Management, Market Expansion, Market Research & Competitive Analysis.

Cloud & SaaS Expertise: Cloud Computing (IaaS, PaaS, SaaS), Managed Services, MSPs, System Integrators (SIs), Global System Integrators (GSIs), Value-Added Resellers (VARs), Hyperscaler Ecosystems (Microsoft, Amazon, Google), SaaS Sales.

Sales Operations & Performance: Pipeline Management, Forecasting, Revenue Growth, Sales Data Analysis, Performance Metrics, Negotiation, Complex Sales, Executive Sponsorship, Consultative Selling, Account Management.

Leadership & Collaboration: Cross-Functional Leadership, Team Collaboration, Stakeholder Alignment, Strategic Guidance, Problem Solving, Process Improvement, Project Management, Self-Starter.

Technology & Tools: Salesforce.com (Expert), Partner Relationship Management (PRM) Systems, Partner Portals, Channel Marketing Platforms, Sales Automation, Data Analysis Tools.

Communication: Excellent Written and Oral Communication, Executive Presentations.