James Knight

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Partnerships Lead | QPL Generation | Partner Enablement | Remote SaaS Ecosystems

Professional Summary

Experienced partnership program leader with over 20 years in fast-paced SaaS and tech environments. Proven track record in identifying and onboarding the right partners, from startups to established businesses, while consistently achieving targets for qualified leads (QPLs) and revenue. Skilled in developing active communities of remote partners, including channel partners, distributors, and resellers. Collaborates effectively with sales, marketing, and product teams to launch partnerships and create resources that drive partner success. Utilizes AI and automation tools strategically to enhance performance and enjoys solving complex challenges to deliver tangible results.

Core Competencies

- Strategic Partnership Development & Execution
- Partner Qualified Lead (QPL) Generation & Pipeline Growth
- Partner Recruitment, Onboarding & Activation ("Hunting")
- Partner Enablement Strategy & Content Creation
- Go-to-Market (GTM) Strategy & Cross-Functional Alignment
- Partner Lifecycle Management (Early-Stage to Scale-Up)
- Building & Managing Remote Partner Ecosystems
- SaaS & Remote Work Technology Sector Expertise
- Channel Sales Strategy & Revenue Optimization (Direct & Indirect)
- Data-Driven Performance Analysis & Market Research
- Playbook Development & Process Improvement
- AI-Enhanced GTM & Partner Optimization
- Executive Relationship Management & Strategic Guidance
- Consultative Selling & Negotiation

Professional Experience

Partnerships and Strategic Alliances | Various Software & SaaS Businesses (Contract) | Salt Lake City, UT (Remote)

Mar 2023 – Present

- Developed and executed dynamic channel sales strategies that boosted partner-sourced revenue by 25%.
- Strengthened relationships with channel partners, distributors, and resellers, enhancing market presence by 30%.
- Collaborated with Marketing, Sales, and Product teams to align strategies and implement cohesive go-to-market initiatives.
- Analyzed sales data to identify improvement opportunities and launched targeted initiatives, optimizing Qualified Leads (QPL) generation in a remote-first environment.
- Provided strategic support to sales teams and partners, ensuring alignment with revenue growth goals.

Partner Manager | Builder.ai | Salt Lake City, UT (Hybrid)

May 2022 – Nov 2022

- managed partnerships focused on startup ecosystems in the Rockies and Upper Midwest, successfully establishing 25 strategic alliances and increasing the qualified partner sales pipeline by 425%.
- I oversaw the entire partnership lifecycle, which included finding partners, negotiating deals, launching initiatives, and managing relationships. This approach resulted in a 30% growth in partner-led revenue.
- Additionally, I created the company's first partner enablement playbook and onboarding program from scratch. This initiative streamlined partner activation and reduced ramp-up time by 40%.

Partner Sales Manager | Clearlink | Salt Lake City, UT (Remote)

May 2020 – May 2022

- Looked after a high-performing partner portfolio (mid-market/enterprise), consistently bringing in over $10M in partner-influenced revenue each year.

- Earned President's Club status by beating sales targets by 30%, driven by data-informed partner marketing campaigns and targeted training sessions.
- Helped the partner team increase their revenue contribution by 15% through focused cross-selling efforts and tailored training programs.
- Served as the partnership lead in cross-functional GTM planning meetings, making sure partner needs aligned with Sales, Marketing, and Product plans.

Director of Strategic Partnerships | Neutron DM | Salt Lake City, UT (Remote)
Mar 2017 – May 2020

- Led the creation of key referral partnerships, resulting in a 300% increase in key account revenue through focused relationship building and support.
- Found, connected with, and developed new strategic partners for SaaS and tech 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 | 3D Networks | Austin, TX (Remote)
Sep 2012 – Mar 2017

- Directed the partner acquisition strategy, quickly growing 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.
- 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. | Austin, TX (Remote)
Jan 2005 – Apr 2012

- As a key early hire in a fast-growing startup environment, I played a major 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 ways to communicate, train, and support 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.

Technology Proficiencies

- **CRM:** Salesforce.com
- **Partner Management:** Partner Relationship Management (PRM) Systems, Partner Portals
- **Sales & Marketing Automation:** Channel Marketing Platforms, Outreach Tools, Digital Marketing, Identity Resolution
- **AI & Analytics:** ChatGPT, Claude, LLMs for GTM Optimization, Prompt Engineering, Predictive Analytics, Data Analysis Tools, AI Agents
- **Productivity & Collaboration:** Google Workspace, Microsoft Office Suite, Slack, Zoom
- **Cloud & SaaS:** Solid understanding of Cloud Computing (IaaS, SaaS), Unified Communications

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