

# Greg McLaughlin

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Business Development and Strategic Partnerships Leader with 8 years of success driving revenue in SaaS and tech sectors, contributing to 3 startup acquisitions. Builder mindset with a knack for finding creative ways to acquire new customers. I'm seeking a long-term, growth-focused role where I can make a significant impact on revenue and company success.

## Key Skills

- Business Development
- Go-to-Market Strategy
- Strategic Partnership Development
- B2B Sales (SaaS - SMB, MM, ENT)
- Market Research & Customer Segmentation
- Product Marketing & Campaign Management
- CRM Tools Proficiency (Salesforce, Hubspot, etc.)
- Strong Communication & Negotiation
- Entrepreneurial Mindset
- Cross-Functional Team Leadership
- Sales Pipeline Development

## Professional Experience

January 2023 - Present

### Strategic Partnerships Manager

*Kharon*

- Manage channel sales and business development for 12 strategic partnerships, achieving a 60% YoY increase in sales pipeline.
- Develop and lead partner-specific case studies, sales enablement sessions, webinars, partner marketing campaigns, and sales collateral.
- Executed new co-selling strategy with an underperforming reseller and successfully closed 15 new clients in first 12 months.
- Collaborate with product, marketing, sales ops, and data science to report on partner success metrics, refine go-to-market efforts, and launch new sales campaigns.

May 2021 - January 2023

### Business Development Manager, Sales and Partnerships

*Laskie (acquired by X / Twitter)*

- Played a pivotal role as Employee #8, driving the company's growth from 0 to 1 by developing initial go-to-market strategy, outbound sales playbooks, brand messaging, and product marketing campaigns.
- Proactively launched a global partner network, increasing user and client referrals by 1000+ across 10+ countries.
- Helped grow sales from \$0 to \$2.5M in year one, leading to a \$6M Seed Round led by Khosla Ventures, Bloomberg, Flexport, Reddit and others.

\*Laskie was acquired by Twitter/X in early 2023. (Reason for Departure)

May 2020 - May 2021

### Director of Channel Sales and Partner Enablement, Cloud Communications

*HGS Digital*

- Led strategic direction for partner enablement and channel sales, securing a Gold Status SI and MSP partnership with Twilio, Sprinklr, and AWS.
- Implemented a joint co-selling strategy with partner sales orgs, significantly shortening enterprise sales cycles by 45% and increasing partner-generated revenue by 55%.
- Executed partner enablement sessions and co-marketing campaigns, yielding a 2X growth in new business pipeline.

May 2018 - May 2020

### Senior Associate Client Partner

*Curalate (acquired by Bazaarvoice)*

- Spearheaded client acquisition efforts targeting C-Level ecommerce executives at enterprise CPG brands, establishing a company record for generating \$175k of New Business Pipeline in one week.
- Consistently closed \$4M of ARR, surpassing sales quota by leveraging strategic outreach and high-quality demo presentations.

\*Curalate was acquired by Bazaarvoice in 2020. (Reason for Departure)

*June 2016 - June 2018*

Account Executive

*Life.io (acquired by SE2)*

- Employee #10. Led sales, marketing, and partnership initiatives. Crafted a content-driven business development strategy and closed-won 25 new customers.
- Authored 3 industry-focused white papers on Customer Engagement and Behavioral Science. Launched and grew an email newsletter to over 400 subscribers, enhancing the company's position in the InsurTech and insurance innovation space.

\*Life.io was successfully acquired by SE2 in 2018, and has since been rebranded to Zinnia. (Reason for Departure)

## Education

BBA in Risk Management & Actuarial Science

*Temple University, Philadelphia, PA | August 2012 - May 2016*

- NCAA Student-Athlete (Baseball)
- Co-Founder / VP and Team Captain, Temple University Club Baseball (NCBA)
- 2015 Northeast Pitcher of the Year (NCBA)
- Community Affairs Lead, Gamma Iota Sigma (Temple University, Risk Management Business Fraternity)