

SHOPIFY (NYSE:SHOP)

2022-present

Partner Program, Global Partnerships (Toronto, ON)

- Lead Global Partner Program strategy and value proposition across 100k+ partner ecosystem
- Orchestrates a 20+ stakeholder group across global regions (NA, LATAM, EMEA, APAC) which includes Marketing, Enablement, Finance, Channel and Direct Sales, and Operations

ROGERS SPORTS & MEDIA (TSE: RCI.B)

2021-2022

Partnerships Lead (Toronto, ON)

- Partnered with executive leaders and senior stakeholders across Sportsnet, News, Entertainment, TSC, and Revenue divisions to prioritize Marketing, Content, Distribution, and eCommerce partnerships
- Designed partnership strategy for Shopify, Meta, TikTok, and MLSE to drive digital transformation agenda (new revenue streams, operating efficiency, and test-and-learn innovation agenda) for each division

INTEGRATE.AI

2017-2021

Director of Culture (Toronto, ON)

- A series-A funded (\$50 MM) Top 25 Canadian Startup (LinkedIn) and Top 100 Global AI Startup (CB Insights)
- Designed and lead People strategies to attract, grow, and retain top talent
- Coached, counseled, and advised management and individual contributors on decision making and conflict resolution

Business Development Director (Toronto, ON)

- First member of the sales team (employee #12); Collaborated with CEO to create and implement GTM strategy to meet company growth objectives

FACEBOOK (NASDAQ:FB)

2013-2017

Agency Development Lead, WPP and Dentsu Aegis Network (Toronto, ON)

- Drove high double-digital revenue growth, fastest growing global region
- First member of Agency team in Canada; identified strategic partners, built trust and strategic alignment with senior stakeholders (VP, SVP, C-suite)

Agency Development Lead, ZenithOptimedia Group Lead (New York, NY)

- Partnered with Sales Leadership to build and implement regional engagement strategy (New York, Atlanta, Chicago, San Francisco, LA)

ESPN (NYSE:DIS)

2009-2013

Associate Director, Digital Asset Management (New York, NY)

- Managed team of 8 analysts (Seattle, LA, NY); Developed forecasting and pricing protocol to drive digital ad sales revenue strategy across ESPN's domestic and international O&O digital channels (.com, app, espn3)
- Collaborated with Finance, Programming, and Research to develop Annual Operating & Long Range plans

Real Estate Industry Experience (2004-2008)

- **DEUTSCHE BANK**, *Portfolio Associate (Chicago, IL)*
- **ARES COMMERCIAL REAL ESTATE** (formerly WRIGHTWOOD CAPITAL), *Summer Associate (Chicago, IL)*
- **UW-MADISON CAPITAL PLANNING & DEVELOPMENT DEPT.**, *Senior Analyst (Madison, WI)*
- **THE RIFKEN GROUP, LTD.**, *Development Analyst (Madison, WI)*

EDUCATION*MBA - Masters of Business Administration*

2006-2008

UNIVERSITY OF WISCONSIN, Madison, WI

- Graduate Scholarship; Real Estate Club

B.A. with distinction in Law, Societies & Justice

1999-2003

UNIVERSITY OF WASHINGTON, Seattle, WA

- Rowing Team Captain, Athletic Scholarship: 4-time National Medalist (3 silver, 1 bronze)
- Canadian National Rowing Team (World University Games + Commonwealth Games, 2002)