

VERONICA BROWN

Partner Ecosystem & Growth Systems Leader

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KEY IMPACT METRICS


 **2,388+**
Partners Scaled

 **\$4.77M**
Product Revenue Generated

 **4.4M+**
Credit Card Approvals Influenced

 **\$750K+**
Ecommerce Revenue via Partnerships

 **63%**
Enterprise Product Adoption Rate

 **50%**
YoY Revenue Growth Delivered (Top Accounts)

CORE EXPERTISE

- Partner Ecosystem Architecture
- Enterprise Partnership Strategy
- GTM Systems & Revenue Operations
- Affiliate & Performance Marketing
- Product Analytics & Attribution Systems
- MarTech / AdTech Platforms
- API Integrations & Technical Enablement
- Partner Intelligence Systems
- Cross-Functional Leadership
- Growth Strategy & Optimization

EXECUTIVE SUMMARY

Partner Ecosystem and Growth Systems Leader specializing in enterprise partnerships, GTM architecture, and analytics-driven revenue infrastructure across fintech, media, and ecommerce ecosystems. Built and scaled partner ecosystems spanning **2,000+ partners**, generated **\$4.7M+ in product-driven revenue**, and contributed to 4.4M+ financial product approvals through partner-led acquisition strategies across enterprise organizations including Capital One and leading performance marketing environments.

Expert in translating fragmented partnership, product, and marketing systems into scalable revenue engines that improve acquisition performance, operational efficiency, and enterprise adoption.

PROFESSIONAL EXPERIENCE

1 ENTERPRISE PARTNER ECOSYSTEM & FINTECH GROWTH PartnerCentric / Capital One. 2017-2020

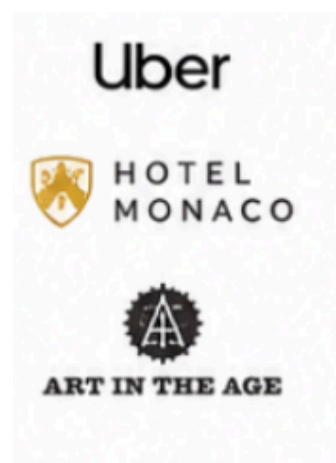
- Built and scaled partner ecosystem driving 4.4M+ credit card approvals
- Expanded and managed strategic partner portfolio including:
 - Credit Karma (67M users), Experian (40.9M), NerdWallet (19.3M), Bankrate (10.5M), The Motley Fool (37.4M)
- Increased approval rate performance from 25% → 32% within 7 months
- Led 50+ API integrations across fintech, media, and analytics partners
- Retained and expanded enterprise contract valued at \$552K annually
- Consistently achieved top-tier QBR performance ratings with Capital One leadership



2 AFFILIATE ECOSYSTEM EXPANSION & EXPERIENTIAL PARTNERSHIPS Kembrel 2012-2013






- Scaled affiliate partner ecosystem from 970 → 2,388 publishers (+146%)
- Built recruitment, onboarding, and enablement systems for affiliate expansion across Commission Junction and ShareASale
- Developed experiential co-marketing partnerships with:
 - Uber
 - Hotel Monaco
 - Art in the Age
- Generated \$750K+ annual ecommerce revenue through integrated digital + experiential campaigns

KEY PARTNERSHIPS



SYSTEMS, PRODUCTS & REVENUE ARCHITECTURE

3 GTM SYSTEMS & REVENUE OPERATIONS GEN3 Marketing / PartnerCentric 2015 & 2021

-  Delivered 50% YoY revenue growth for Jimmy Jazz (12.2:1 ROI maintained)
-  Exceeded revenue forecasts by \$2.2M
-  Generated 44% Q4 seasonal growth for Life is Good
-  Built onboarding and enablement workflows used across 60+ employees and 23 enterprise clients
-  Reduced GTM cycle from ideation to launch to 2.5 months

4 ANALYTICS PRODUCT DEVELOPMENT & INNOVATION PartnerCentric 2020 & 2025

- Generated \$4.77M annual product revenue
- Achieved 63% startup & enterprise product adoption rate
- Owned roadmap for 7 analytics / martech / adtech products
- Delivered 100+ technical and business product requirements
- Delivered continuous product iteration: 3-4 enhancements monthly

KEY PRODUCTS



FUSE Incrementality™

Incrementality measurement & attribution platform



Placement Success Analyzer

Analyzes partner placements to improve performance ROI



Relationship Manager (PRM)

Centralized partner intelligence & relationship management

RECOGNITION








GOLD
Trendsetter
Award








SILVER
Most Innovative
Technology
Award






5 PRODUCT & REVENUE ENABLEMENT

-  Generated \$481.9K incremental revenue via enablement programs
-  Led 50+ technical training sessions for sales and client teams
-  Developed onboarding systems used by 60+ employees
-  Onboarded 23 enterprise clients across product suite
-  Maintained consistently high customer satisfaction across 7 products

6 PARTNER INTELLIGENCE & COMPETITIVE SYSTEMS

-  Built monitoring systems tracking for 60+ high impact finserv publishers daily
-  Analyzed 30+ credit card categories across 450+ category pages
-  Centralized intelligence across 10,000+ partner ecosystem entities
-  Delivered competitive intelligence for: Bank of America, Citi, Petal, The Motley Fool, & Fundera
-  Built visibility tracking systems across financial media partner ecosystem

7 LEADERSHIP & ORGANIZATIONAL TRANSFORMATION

-  Led distributed engineering and analytics teams (US + Poland)
-  Managed full lifecycle delivery across 7 enterprise products
-  Authored 100+ technical + business requirements
-  Transitioned organization from services model → product-led growth organization
-  Implemented scalable operating systems across 60+ employees



PARTNER ECOSYSTEM ARCHITECT • GTM SYSTEMS BUILDER. • ANALYTICS PRODUCT LEADER