

VERA GLAVOVA

Strategic partnerships and business operator with 10 years of demonstrated success in building relationships and growing revenue.

Contact:

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Experience

Jan 2020 - present **Business Development and Partnerships Analyst - Freelance**

VirtualConference.com / San Francisco

- Developing data-driven competitive landscape analysis for strategic verticals
- Identifying and sizing partnership opportunities for a newly launched platform
- Collaborating with distributed product, ops and sales teams on affiliate partner programs
- Managing development reports and providing recommendations directly to CEO

Aug 2018 - **Strategic Partnerships Director**

Dec 2019 [Women’s Funding Network](#) / San Francisco

- Drove 38% increase in corporate revenue, and a 35% increase YoY in individual donor revenue
- Owned relationship with Coca-Cola, securing renewed funding for a women entrepreneurs' platform
- Formulated GTM strategy and successfully launched Women Entrepreneurs Resource and Community Space
- Developed first corporate pipeline and roadmaps for webinars, affiliate initiatives and co-marketing campaigns
- Oversaw growth and maintenance of partnership network via strategically collaborating with CEO & Board

Jan 2015 - Jul 2018 **Strategic Partnerships and Operations Director**

[BeMyApp Corp](#) / Developer & Startup Relations Agency / San Francisco

- Grew book of business by 40% annually, e.g. Visa, HP, Intel, Salesforce
- Served as a trusted DevRel partner to clients, developed SDK's and API's marketing strategies
- Decreased scope-to-cash timeframe by 25% by optimizing internal processes and playbooks
- Collaborated with sales and engineers in roll-out of CoderPower and its custom integrations
- Hired, managed and mentored a team of 5 customer-facing department managers

Nov 2010 - **Business Development and Operations Manager**

Dec 2014 [BeMyApp Corp](#) / Developer & Startup Relations Agency, San Francisco

- Increased account-specific revenue by 1500% YoY with Intel Corporation, BeMyApp's largest account
- Initiated partnerships with VentureBeat, startup accelerators, and developer hubs resulting in new business
- Researched & analyzed market trends providing recommendations to CEO
- Led successful implementation of up to 8 concurrent projects for enterprise clients
- Monitored and reconciled budgets, continuously achieving client satisfaction with 20% margins
- Opened company's first US office; hired, trained and coached a team of 10

Education

San Francisco State University

Bachelor of Arts, International Relations, *Global Economics Focus*

General Assembly, 10-week In-Person Data Analytics Program

Skills

Data Analytics, Advanced Excel, SQL, Tableau, HTML 5, Zapier, CRM, Instapage, Project Management, Developer Relations, Account Management, Consultative Sales