

FOUNDER & CHIEF EXECUTIVE OFFICER | GROWTH STRATEGIST | PARTNERSHIP LEADER

Transformative executive with a 20-year track record of driving revenue, partnerships, and market expansion across startups, PE-backed firms, and global enterprises. Currently, I am the founder and CEO of Evolve Growth Partners, a boutique consultancy that helps data and analytics firms accelerate growth through strategic partnerships, sales optimization, and go-to-market execution. Expert in driving impactful change and delivering consistent, sustainable revenue growth through innovative sales strategies, robust market analysis, and data-driven decision-making. Exceptional track record in building and leading high-performance teams, fostering strategic partnerships, and enhancing customer acquisition and retention. Adept at navigating complex business landscapes, aligning organizational goals with market opportunities, and leveraging technology to achieve competitive advantage. Proven ability to exceed ambitious revenue targets, manage multi-million-dollar budgets, and deliver exceptional shareholder value.

Executive Leadership | Revenue Generation & Growth | Strategic Partnerships | Business Transformation | Strategic Planning
Sales Management | Business Development | Market Research | Competitive Analysis | Market Penetration | Territory Expansion
Team Building & Leadership | Budget Management | Change Management | Performance Optimization | Relationship Building

PROFESSIONAL EXPERIENCE

EVOLVE GROWTH PARTNERS | CINCINNATI, OH | 2024 - Present

FOUNDER AND CHIEF EXECUTIVE OFFICER

Founded a boutique consultancy focused on enabling business growth for companies in the data, analytics, and technology sectors. Built the firm from the ground up, establishing service offerings, developing client relationships, and delivering strategic value across multiple engagements.

Select Achievements:

- Built and executed partnership and go-to-market strategy for a leading emerging MarTech platform, supporting scalable revenue growth and ecosystem expansion.
- Led North American market expansion for an established European data harmonization platform, aligning commercial strategy with retailer and panel data needs.
- Advised founders and executive teams on growth, positioning, and commercialization, while developing repeatable frameworks for monetization, onboarding, and channel partnerships.

NIELSEN IQ | CINCINNATI, OH | 2017 – 2024

SENIOR VICE PRESIDENT, GLOBAL HEAD OF PARTNERSHIPS & NEW VERTICALS (2022 – 2024)

Promoted to spearhead the establishment of three strategic verticals—Government, Packaging, and Media/AdTech—resulting in substantial market diversification and accelerated revenue growth. Oversaw the entire scope of a \$90M global business, from vision conception to strategy execution, while leading and developing a team of over 35 sales and account development associates.

Select Achievements:

- Conceptualized and established three new business units, generating an impressive \$14M in incremental revenue in the first year, surpassing the initial plan by 40% and contributing 25% to the total incremental North American revenue in 2023.
- Successfully recruited, hired, onboarded, trained, and developed a high-performing team of 30 professionals for new verticals (Government, Packaging, and Media/AdTech), fostering a culture of excellence and growth.
- Continued to own and drive the global expansion of the NielsenIQ Partner Network, expanding the NielsenIQ Partner Network to include approximately 200 partners, sustaining a remarkable +40% year-over-year growth trend.

SENIOR VICE PRESIDENT, GLOBAL HEAD OF PARTNERSHIPS (2017 – 2022)

Invited back to NielsenIQ to architect and build the NielsenIQ Partner Network from the ground up, establishing a robust foundation for future growth and innovation. Spearheaded and led a \$20M global business unit comprising over 100 technology-driven solution partners, consistently delivering exceptional services and results to NielsenIQ clients.

Select Achievements:

- Expertly managed the industry's largest open ecosystem of solution providers for CPG retailers and manufacturers, ensuring value delivery to over 200 NielsenIQ clients globally.
- Recruited, hired, onboarded, trained, and developed a high-performing team of 7 professionals for the NielsenIQ Partner Network, fostering a culture of excellence, innovation, and growth within the new vertical.
- Effectively and efficiently achieved extraordinary growth by expanding the NielsenIQ Partner Network roster over 15x and driving a remarkable 7x increase in revenue over five years.



AVANT, LLC | CHICAGO, IL | 2015 – 2016

HEAD OF PARTNERSHIP PRODUCTS

Engaged with Avant (formerly AvantCredit), a private startup in the financial technology sector, to establish and build the company's Partnership function, driving strategic alliances with established banking entities and contributing to the company's growth and innovation in the fintech landscape. Devised innovative product offerings and directed successful product releases.

Select Achievements:

- Launched a state-of-the-art point-of-sale financing product, leading its design, development, and market entry, which led to establishing a foothold in a \$400B vertical, significantly expanding the company's market presence.
- Pioneered a groundbreaking consumer loan partnership between a central U.S. bank and an online non-bank lender. This resulted in a modernized application process and enhanced services for over four million partner bank customers.

NIELSEN | TAMPA, FL | 2009 – 2015

VICE PRESIDENT, CLIENT SERVICE EXECUTIVE (2010 – 2015)

Elevated to bridge the gap between Global Business Services and Commercial business units, fostering collaboration and ensuring seamless integration to drive unified business strategies and objectives. Charged with improving the quality of challenged business units and establishing a new business in social TV ratings, driving innovation and market presence.

Select Achievements:

- Championed the release of several flagship product quality improvement programs, establishing a two-year track record of reliable deliverables with a 99% reduction in quality escapes and a 60% reduction in operational efforts.
- Helmed the development and launch of the groundbreaking Nielsen Twitter TV Ratings product, significantly increasing data visibility and decision-making capabilities for networks, advertisers, and agencies.
- Spearheaded and led large-scale corporate changes, including mergers and acquisitions (M&A), and managed technical due diligence for prospective mergers and acquisitions.

DIRECTOR, ENTERPRISE ARCHITECT (2009 – 2010)

Initially joined Nielsen to play a critical role in ensuring that the company's technology landscape was robust, scalable, and aligned with business objectives, ultimately driving innovation and operational efficiency. Devised strategic technology roadmaps that aligned with business goals and objectives. Collaborated with senior leadership to define the enterprise architecture strategy.

Select Achievements:

- Spearheaded the technical architecture for Nielsen Online, partnering with business leadership to craft and implement strategic roadmaps, driving the growth of a \$160M business.

- Orchestrated and led the innovation practice in developing the architecture for a next-generation global product forecasting platform, bolstering a \$250MM business.
- Collaborated with Facebook to design the functional architecture for the revolutionary Online Campaign Ratings product, enhancing the measurement of audiences exposed to online ad campaigns and setting new industry standards.

ADDITIONAL EXPERIENCE

CRM Architecture Lead – GE HEALTHCARE (ACQUIRED AMERSHAM BIOSCIENCES), Milwaukee, WI

Infrastructure Architect – AMERSHAM BIOSCIENCES (ACQUIRED BY GE HEALTHCARE), Piscataway, NJ

CERTIFICATE

Six Sigma Green Belt

EDUCATION

RUTGERS COLLEGE/RUTGERS UNIVERSITY, New Brunswick, NJ

Bachelor of Arts (B.A.) in Biological Sciences