
NIKIA LOPEZ

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Executive Summary

STRATEGIC PARTNERSHIPS | REVENUE SYSTEMS | GROWTH OPERATIONS

Strategic partnerships, revenue systems, and growth operations executive with 10+ years building scalable revenue and partnership operating systems that turn ambiguous business challenges into measurable growth. Proven success building partnership functions, affiliate ecosystems, customer acquisition engines, and end-to-end revenue systems from the ground up while optimizing established programs for greater efficiency, scalability, conversion, and profitability. Combines deep operational expertise with data-driven strategy across financial services, SaaS, AI, technology, aviation, insurance, and digital marketing.

Career Highlights

- Built and scaled acquisition channels contributing up to 50% of company lead volume while reducing marketing cost per funded deal from 25% to 5%.
 - Managed more than \$2 million in monthly media spend across inbound calls, live transfers, affiliate traffic, and real-time lead programs, maintaining an average close rate of approximately 30%.
 - Increased first-month partner revenue by 83% in 2022 and an additional 41% in 2023 through partner monetization and performance optimization.
 - Doubled average revenue per partner from \$331.98 to \$659.78 through performance analytics, payout optimization, traffic-quality management, and partner education.
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Skills

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|---|---|
| • Strategic Partnerships & Alliances | • LTV, CAC & Acquisition Economics |
| • Revenue Operating Model Design | • Commercial Negotiation & Dealmaking |
| • Affiliate & Referral Program Strategy | • CRM, Revenue Operations & Pipeline Design |
| • Partner Recruitment & Monetization | • Attribution & Performance Analytics |
| • Partner Lifecycle Management | • Team Leadership & Development |
| • Revenue Strategy & P&L Ownership | • Cross-Functional Revenue Execution |
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Experience

DIRECTOR, PARTNERSHIPS

04/2026 - Present

Chetu (AI & Digital Transformation Solutions)

Sunrise, FL

- Build Chetu's partnerships function by establishing the operating model, partner segmentation, lifecycle workflows, KPI frameworks, playbooks, governance, and performance reporting across more than five enterprise technology ecosystems.
- Lead team design, hiring, training, resource assignment, and execution standards for a growing partnerships organization supporting strategic and channel partner initiatives.
- Drive partner-sourced pipeline through strategic alliances, referral programs, co-sell initiatives, marketplace opportunities, and cross-functional coordination.
- Develop growth strategies across Microsoft, Salesforce, HubSpot, NetSuite, IBM, and other technology ecosystems to improve partner engagement, pipeline visibility, and execution.

SR. DIRECTOR OF CLIENT SUCCESS

03/2025 - 03/2026

One Park Financial (AI-Assisted Websites & Digital Growth)

Miami, FL

- Built partnership and revenue expansion strategies across strategic accounts, identifying growth opportunities that improved retention and expansion pipeline.
- Created scalable workflows between partnerships, sales, and delivery teams to improve partner onboarding, handoff quality, and execution.
- Established KPI tracking and reporting frameworks to measure partner performance, pipeline contribution, and revenue impact.
- Influenced cross-functional stakeholders without formal authority to accelerate initiatives across GTM teams.

HEAD OF PARTNERSHIPS**01/2022 - 03/2025*****Nav Technologies, Inc.******Remote***

- Owned revenue growth, channel profitability, and partner monetization strategy for Nav Prime, increasing first-month revenue by 83% in 2022 and an additional 41% in 2023.
- Increased sign-up conversion by 110.6% entering 2024 through performance optimization across web, product-led growth, lifecycle, paid media, affiliate, and partner channels.
- Reduced program costs by 25.6% while improving Prime conversion rates by 21.9% through tighter partner qualification, traffic-quality management, and incentive optimization.
- Doubled average revenue per partner from \$331.98 to \$659.78 by introducing tiered payouts, improved attribution, partner segmentation, and structured education.
- Built performance reporting and analytical frameworks to identify high-value traffic sources, guide channel investment, and improve acquisition economics.

SR. DIRECTOR OF SALES**05/2021 - 01/2022*****flyExclusive******Kinston, NC***

- Owned sales performance and revenue outcomes across broker, operator, and vendor channels, improving close rates from 1.5% to 6% within three months.
- Improved sourcing efficiency, margins, aircraft availability, and team accountability through performance reporting and operational process improvements.

SR. DIRECTOR, PARTNERSHIPS & SALES DEVELOPMENT**03/2019 - 05/2021*****One Park Financial, LLC******Coconut Grove, FL***

- Built and scaled affiliate, referral, and financial-partner acquisition channels to approximately 50% of company lead volume while reducing marketing cost per funded deal from 25% to 5%.
- Owned channel economics and profitability across partner-generated lead programs, monitoring acquisition cost, lead quality, funded volume, conversion, and revenue.
- Implemented automated SMS and Salesforce workflows to improve lead qualification, routing, follow-up, conversion, and monetization of previously unqualified prospects.
- Developed performance reporting and partner accountability frameworks that improved traffic quality, funded volume, and channel scalability.

SR. DIRECTOR, PARTNERSHIPS**10/2016 - 03/2018*****Infinix Media, LLC.******Fort Lauderdale, FL***

- Led owned-and-operated, multi-channel consumer acquisition programs across SMS, ringless voicemail, affiliate marketing, and inbound call generation for health insurance and Medicare campaigns.
- Owned P&L and performance strategy across campaigns, monitoring acquisition cost, inbound call volume, RPC, conversion, revenue, margins, and profitability.
- Owned and administered Invoca, including campaign configuration, call tracking, source attribution, routing, reporting, and conversion analysis.
- Achieved 40%–50% inbound-to-transfer rates and 25%–33% close rates through targeted contact strategies, call-level attribution, lead-quality analysis, and continuous optimization.
- Built profitable inbound lead programs while improving tracking accuracy, call monetization, conversion performance, and operational scalability.

SR. DIRECTOR, MARKETING**09/2013 - 04/2016*****Simple Insurance Leads, LLC.******Hollywood, FL***

- Built and scaled an owned-and-operated performance marketing organization, lead qualification center, and affiliate acquisition program from startup phase to more than 150 agents.
- Owned P&L and managed more than \$2 million in monthly media spend across pay-per-call, inbound calls, live transfers, affiliates, and real-time lead programs, maintaining an average close rate of approximately 30%.
- Built and scaled the affiliate acquisition channel to more than \$2 million in partner payouts, creating a high-volume and profitable customer acquisition engine.
- Led pay-per-call and inbound call generation operations from traffic acquisition through routing, agent conversion, revenue, and profitability.
- Configured and administered Five9, then led the transition to VICIdial, establishing dialer workflows, routing logic, agent processes, QA requirements, and reporting infrastructure.
- Designed proprietary tracking, attribution, lead auditing, and performance reporting systems that improved CPL, RPC, lead quality, accountability, optimization, and profitability.