
NIKIA LOPEZ

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 acquisition channels contributing approximately 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 pay-per-call, live transfers, affiliate traffic, SMS, and real-time lead programs, maintaining an average close rate of approximately 30%.
 - Built a performance marketing and lead-qualification operation from the ground up, scaling it to more than 150 SDRs and a 10+ person marketing team.
 - Generated more than 1,200 live transfers for the sales organization and built the routing, qualification, attribution, QA, and reporting infrastructure supporting the program.
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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

- Rebuild and operationalize Chetu's partnerships function by formalizing 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 joint go-to-market and growth strategies across Microsoft, Salesforce, HubSpot, IBM, and other technology ecosystems, creating partner positioning, pitch decks, sales enablement materials, and demo narratives while delivering executive presentations and solution demonstrations.

SR. DIRECTOR OF CLIENT SUCCESS

03/2025 - 03/2026

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

Miami, FL

- Led client success and delivery operations for AI-assisted websites and digital growth solutions, translating client objectives into actionable strategies and execution plans.
- Managed client relationships across onboarding, implementation, performance review, issue resolution, and ongoing account strategy.
- Built scalable workflows, service standards, and cross-functional handoffs between client success, sales, operations, and delivery teams.
- Established KPI tracking and reporting frameworks to improve account visibility, execution accountability, retention, and client outcomes.

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 (Small Business Funding)******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%.
- Built the affiliate acquisition program end to end after two unsuccessful launch attempts, from legal agreements, commercial terms, and TUNE tracking through recruitment, onboarding, testing, launch, monitoring, and optimization.
- Launched web affiliate and exclusive/shared real-time lead programs using direct-post and ping-post delivery, including a new acquisition strategy targeting personal-loan lead generators.
- Implemented automated SMS and Salesforce workflows connecting partner attribution, qualification, routing, sales follow-up, funded volume, revenue, and profitability.

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 an owned-and-operated performance marketing, affiliate, and lead-qualification operation from the ground up, scaling to 150+ SDRs and a 10+ person marketing team.
- Owned P&L and managed \$2M+ in monthly media spend across inbound calls, live transfers, affiliate traffic, and real-time leads, maintaining an average close rate of approximately 30%.
- Generated 1,200+ live transfers and managed qualified-call volume, acquisition costs, transfer and close rates, revenue, and profitability.
- Built an affiliate channel producing \$2M+ in partner payouts and established agreements, commissions, tracking, recruitment, onboarding, quality controls, and optimization.
- Designed qualification criteria, scripts, routing, duration rules, payouts, QA, attribution, and reporting; administered Five9 and led the transition to VICIdial.