Maya Goldberg

Strategic Partnerships Manager

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SUMMARY

Strategic partnerships manager with 6 years of business development in fintech and e-commerce, closing 11 partnerships worth $6M in annual revenue since 2023. Runs strategic partnerships from sourcing and negotiating terms through launch, with clean CRM and HubSpot reporting. Highly organized, with written and verbal communication skills that hold up with bank and platform executives.

EXPERIENCE

Strategic Partnerships Manager

05/2023 - Present

Hudson Ledger

New York, NY

Payments and invoicing platform for small and mid-size businesses.

- Source and close bank, payroll and marketplace partnerships, signing **11** deals worth $6M in annual revenue.
- Negotiate revenue share, API access and co-marketing terms with legal and finance, keeping average deal time under 90 days.
- Lead launch plans with product, engineering and marketing teams, taking 8 partner integrations live on schedule in 2025.
- Report partner revenue and pipeline in HubSpot and present quarterly reviews to the COO and partner executives.

Partnerships Associate

07/2020 - 04/2023

Meridian Commerce Network

New York, NY

E-commerce enablement company working with retailers and affiliates.

- Qualified 150+ inbound and outbound partner leads a year and set first meetings for 2 senior managers.
- Drafted term sheets and partner proposals in Word, supporting 14 signed affiliate and referral agreements.
- Tracked 25 live partners in the CRM and built monthly Excel reports on referral volume and revenue.
- Researched 40 potential partners a quarter, scoring each on audience fit, product overlap and revenue potential.

SKILLS

Strategic Partnerships

Business Development

Negotiating • Term Sheets

CRM • HubSpot • Excel

Word

Written and Verbal Communication Skills

Highly Organized

EDUCATION

Bachelor of Business Administration

05/2020

Baruch College, CUNY

New York, NY

Finance