



Head of Strategic Partnerships

Full-Time Leadership Role | Reports to CEO | Triangle-Based or Hybrid

Mission

Own and grow CED's partner ecosystem by cultivating multi-year, strategic partnerships with corporations, institutions, and ecosystem leaders. This role drives the revenue model that fuels CED's programming, events, and marketplace.

Profile Summary

You're a **strategic sales leader** who knows how to close deals and build trust. You thrive in fast-paced environments where solutions aren't one-size-fits-all—and you're skilled at shaping offerings on the fly to meet partner needs while advancing organizational goals. You understand startups, innovation ecosystems, and the power of aligning business growth with community impact.

In this role, you'll lead revenue generation by owning the **corporate sales strategy**, growing **multi-year partnerships**, and scaling **new revenue streams** through marketplace products and affiliate programs that deliver mutual value.

You Might Be a Fit If You...

- Have a background in **corporate partnerships, business development, or strategic sales**
- Can close 5–6 figure deals by aligning partner priorities with organizational value
- Have experience in **ecosystem partnerships**, sponsorship sales, or innovation-focused business development
- Understand the startup economy, even if you haven't worked in one
- Love building partnerships that go beyond “logo slaps”—you co-create value
- Are comfortable managing multiple revenue streams and reporting on results

Core Responsibilities

Strategic Partnership Development

- Own and grow CED's corporate and business partner portfolio with annual threshold of \$1.2M in commitments.
- Define and sell investment packages that cross multiple programs, marketplace, and capital initiatives
- Cultivate and close multi-year relationships with customized investment packages.

Revenue Leadership

- Own a corporate revenue target, track pipeline, and report progress
- Lead pricing strategy and partner tiering
- Collaborate with CEO, and Head of Founder Engagement to align messaging across audiences

Marketplace Expansion

- Lead outreach and onboarding for content providers and ecosystem partners in the marketplace
- Develop monetization strategies around events, affiliate offerings, and ecosystem products

Key Qualities

- Skilled at **solution selling** and strategic BD
- Great communicator who can talk to heads of innovation, marketing, or product with ease
- Strong in CRM/partnership ops (Salesforce, Kajabi, etc.)
- Collaborative, curious, and excited to help build a revenue model with flexibility

About CED

CED is an established nonprofit organization that has been in operation for 40 years. Since its inception, it has been the convener of the ecosystem supporting high growth companies from startup to scale-up. Contributing to their growth as advisors and a critical resource for collaborative support.

Mission:

We connect entrepreneurial companies with high-value resources that accelerate business growth.

Value Proposition:

With startups, investors, and the ecosystem being essential to CED's organizational structure, having a meaningful message that resonates across these relationships is key. Startups are CED's primary customers and the organization will continue to prioritize their support. Investors represent an additional customer segment that are the backbone to CED's exclusive connect to capital service. The broader ecosystem represents the resources CED engages to deepen its support across many domains.

What CED customers value:

Startups value the accessible support and exposure offered by CED that is delivered at the right time, by the right resources.

Investors value the trusted intel backed by regional expertise that CED provides to both the local investment community and out-of-region investors. Investors value syndication opportunities with the local market, direct company introductions and the occasional hockey assist that leads to deal flow.

The **Ecosystem values** the engagement platform CED provides to support regional growth and celebrate the success the startup ecosystem has achieved.

Compensation and Benefits

At CED, we offer a competitive compensation package that includes base salary plus variable incentives tied to revenue performance. We provide 100% employer-paid health coverage—including medical, dental, and vision—for all employees, along with a Simple IRA with a 3% company match. Our open PTO policy is built on trust: we hire adults who manage their time responsibly, hit their goals, and don't require micromanagement. We prioritize autonomy, accountability, and a culture that rewards results.