

EXECUTIVE SUMMARY

Independently directed revenue, strategy, and partner operations leader with 15+ years of experience building and scaling international embedded finance platforms, merchant ecosystems, and FinTech integrations. Proven P&L leader with full revenue responsibility across national sales organizations, international GTM launches, and strategic distribution networks. Skilled in complex contract negotiations, deal structuring, and executive stakeholder alignment. Expert in building B2B lead generation engines, educational platforms, and call center/BPO operations powered by 24/7 Agentic AI and CX automation. Proven track record scaling platforms across major app marketplaces (driving DAVO to #1 on Clover), expanding international footprints across EMEA, and navigating complex regulated frameworks.

STRATEGY, PAYMENTS & CX TECH STACK

Strategic & Fiscal Leadership: P&L Management, Contract Negotiations, Ecosystem Strategy, International GTM	Lead Gen & Content Engines: Multi-Channel Lead Gen, FinTech Literacy Academy, 200+ Articles/Videos, Funnel Automation
Youth Banking & Card Networks: Regulated Youth Banking, Friendly Fraud Frameworks, Custom Gift Card Architecture	Outsourcing & Operations: Call Center BPO Management, Offshore Teams, AI Agent Deployment, QA Frameworks
Compliance & Alignment: Commercial Compliance Mapping, High-Risk Strategy, Executive Stakeholder Consensus	Payments Infrastructure: Embedded Payments, Merchant Acquiring, PayFac Architecture, EMEA Cross-Border

CORE COMPETENCIES

P&L & Negotiations: Full P&L Ownership, ISO/ISV Deal Structuring, Fee Schedule & Margin Optimization	Marketplace & Partner Sales: App Marketplace Scaling (Clover), Strategic Enablement, EMEA Distribution Networks
Customer Experience (CX): End-to-End Onboarding Automation, Time-to-Activation Reduction, Retention Strategy	Marketing & Collateral: Product Marketing, Partner Enablement Kits, Campaign Microsites, Strategic Messaging

EXECUTIVE EXPERIENCE

Funding Fixed	Boston, MA
Head of Strategy & Strategic Partnerships	Jan 2025 – Present
<i>Co-founded platform alongside former Trust Payments executives, scaling from seed stage through pilot, first customer launches, and automated scale in under 2 years; retain co-founder equity while transitioning operational leadership.</i>	
- Designed and launched a comprehensive FinTech Literacy Library & Academy—producing 200+ articles, video modules, and info-products integrated into automated lead generation programs. - Negotiated complex commercial contracts, revenue-share terms, and distribution agreements connecting SMB merchants with 225+ lending partners and 20+ financial distribution institutions. - Deployed 24/7 Agentic AI & CX Automation (Voice, SMS, Web) to replace manual call center workflows and automate merchant onboarding. - Navigated complex underwriting for high-risk financial products, gaining stakeholder consensus across institutional partners.	

Barker, Bucci & Malone	Greater Boston Area & International
Managing Director – Global Payments Growth & Partner Operations	Dec 2018 – Apr 2025
<i>Led international GTM expansion, P&L advisory, contract negotiations, and compliance-driven partner operations across 50+ enterprise FinTech client projects.</i>	
- Led high-stakes contract negotiations for enterprise clients, structuring fee schedules and interchange optimization models to maximize net processing margins. - Managed global BPO call center operations, implementing AI agent protocols to scale merchant acquiring support capacity. DAVO: Formulated marketplace revenue and partnership strategies that propelled DAVO to become the #1 rated app in the Clover Marketplace, leading to an M&A exit. Mobilize: Formulated GTM revenue strategies and closed strategic co-marketing partnerships prior to M&A acquisition. Trust Payments: Spearheaded international commercialization and post-acquisition GTM strategy for a global payment platform supporting 10,000+ merchants. Merchant Service Depot: Redesigned customer journey workflows and modernized acquiring operations across 2,000+ active merchant accounts.	

EXECUTIVE EXPERIENCE (CONTINUED)

Ourly

Greater Boston Area & National

Director of US Strategic Partnerships & Platform Operations

Mar 2015 – Mar 2018

Held revenue responsibility for national commercial growth, institutional relationships, partner development, and channel strategies across the US.

- Negotiated partnership agreements across 25 regional community bank networks, mapping commercial compliance policies to core platform product features.
- Navigated complex youth banking compliance and friendly fraud regulations to architect and launch a specialized card network and digital gift card platform for kids.
- Mapped user journeys, produced co-branded institutional collateral, and built targeted campaign microsites to scale platform adoption to 5,000+ active users.

Generate4

Amesbury, MA

Head of National Merchant Programs & Channel Partnerships

Mar 2010 – Jan 2015

Autonomously managed P&L and revenue performance for national merchant acquiring and partner distribution operations through corporate acquisition.

- Negotiated national merchant acquiring contracts and ISO distribution agreements across 25 state networks.
- Built and directed a 135-person national merchant sales force, call center, and service organization across 25 state distribution networks.
- Designed recurring payment revenue models, built sales collateral suites, and managed key commercial partner accounts through acquisition.

Way Systems

Woburn, MA & International

Head of Marketing & Global Business Development, EMEA

Jan 2007 – Jan 2011

Led EMEA marketing strategy, collateral development, and market expansion across Europe, the Middle East, and Africa (EMEA) with direct P&L revenue responsibility.

- Executed international distribution contracts and cross-border ISO/ISV partner agreements across diverse regulatory jurisdictions in Africa, Europe, and the Middle East.
- Directed global hardware/software POS partner integrations and oversaw mobile merchant onboarding and international support operations.

CERTIFICATIONS & CREDENTIALS

- **Payment Industry Certification:** ETA Certified Payments Professional (ETA CPP)
- **Domain Expertise:** Contract Negotiations, PCI-DSS Compliance, P&L Ownership, International Underwriting & Risk, Youth Banking & Friendly Fraud Regulations, High-Risk Acquiring, Interchange Optimization, Cross-Border ISO/ISV Agreements

PUBLICATIONS & MENTORSHIP

- **Publications:** *Seek No Authority* | *Community First Capitalism*
- **Instruction & Mentorship:** Instructor, The Startup Institute (Fintech Track) | Instructor, The Funding Academy (Innovation & Ingenuity)

EDUCATION

Ballsbridge College of Business Studies

1992 – 1994

International Business