

# ROBERT KIRKPATRICK

Strategic Marketer | Partner Motivator | Goal Oriented



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📍 Colorado Springs, CO

## EXPERIENCE

### Partner Manager

#### BombBomb

📅 08/2017 - Ongoing 📍 Colorado Springs, CO

- Landed new integrations and partnerships to expand BombBomb's market exposure and sales opportunities.
- Worked with Development and Product teams to improve our API and acted as technical liaison for external partners wanting to use our API.
- Led integration and marketing teams to launch ZenDesk integration.
- Drove sales within existing partner relationships by managing marketing efforts and creating sales webinars

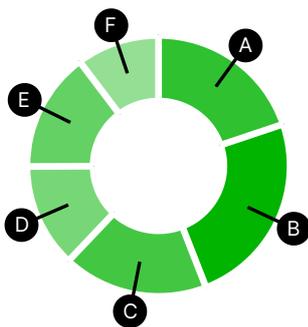
### Account Manager

#### Apple

📅 08/2013 - 08/2017 📍 Denver, CO

- Created and maintained local SMB Accounts business partnerships with key accounts like ENT Credit Union and the United States Olympic Committee.
- Worked closely with IT teams to ensure Apple would be pivotal in highly technical deployments and acted as a consultant for internal device management and networking.
- Closed \$1.1 Million and achieved 136% YoY growth in 2017.

## A DAY IN MY LIFE



- A** Video calls to land new integrations or maintaining current relationships
- B** Creating new co-marketing initiatives with partners
- C** Training sales on how new partnerships benefit their customers
- D** Internal communication to share goals and collaborate on quarterly goals
- E** Time with my wife and son
- F** Personal time geeking out on technology, cooking, and time outdoors

## MOST PROUD OF



### Launched Zendesk Integration

While at BombBomb I conducted market analysis and acted as technical lead to launch our first integration in the Customer Success software space

## STRENGTHS



### Relational Sales

While at Apple my team closed the largest sale ever in our territory by nurturing the relationship and adding value over a period of 2 years



### Data Analysis

At BombBomb I use SQL, Excel, and Tableau to track and analyze lead acquisition, value of partnerships, and competitive analyses

## EDUCATION

### B.S. Business

#### Administration/Marketing

**University of Colorado Colorado Springs**

📅 08/2013 - 05/2015

### A.S. Accounting

**Pikes Peak Community College**

📅 08/2011 - 05/2013

## FIND ME ONLINE



LinkedIn

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