

# Eugene Krimkevich

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## PROFESSIONAL SUMMARY

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Partnership and business development leader with over 16 years experience owning end-to-end BD deal cycles, partner onboarding, and partner success - including program strategy formulation, pipeline development, contract negotiation, go-to-market readiness, launch execution, and partner growth and management. Strong focus on product and API-driven alliances.

- 0 → 1 scaling experience for new partner functions and teams
- Deal experience includes API integrations, marketing partnerships, referrers and resellers, content licensing.
- Track record of working with strategic enterprise partners including Microsoft, Salesforce, Atlassian, Amazon, DoorDash, Slack.
- Comfortable leading large cross-functional project teams in high visibility, high time pressure environments. Projects include M&A diligence and post-merger integration, product divestment, and product pricing changes.
- Background in data analysis and business modeling - comfort building data-driven partnership business cases.

## EXPERIENCE

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Parafin

**Head of Platform Growth**

July 2022 - April 2026

- Founding hire for the Platform Growth team (post-sales onboarding, account management, and partner engineering), reported directly to founder/CEO in player/coach role
- Grew origination run rate across the total portfolio over 10x with only one account experiencing regretted churn.
- Built and iterated on the onboarding playbook to decrease time to launch by 50% for standard integrations.
- Directly launched and owned some of Parafin's largest partnerships including Doordash, Amazon, Tiktok, Jobber, and SpotOn.
- Signed and launched Parafin's first Spend Card partner.
- Grew team to 6 account managers and 5 sales & partner engineers covering a total book of over 120 individual partner capital programs. Accountable for origination and growth targets, onboarding, partner management, renewals, and cross-sell. Grew and promoted two ICs to people leadership.
- Built the foundational playbooks and motions including onboarding, partner health measurement, account planning, roadmapping, and new product cross-sell/upsell as Parafin grew from Series A → Series C.
- Defined charter for the partner engineering function to own best-in-class developer documentation, integration and launch support, and new feature standardization.

Onna

**Director of Partnerships**

Nov. 2020 - Present

- Owned the P&L for the partnerships function. Generated 106% QoQ increase in partner sourced and influenced channel revenue in first 6 months via technology and service partners. Defined quarterly team priorities, KPIs, and channel revenue forecast for executive leadership.
- Sourced, negotiated, and launched Onna's first ML partnership offering to enable customers to build a classification taxonomy across terabytes of legal documents.
- Worked with strategic partners including Slack, Zoom, Microsoft, Zendesk, Box, Dropbox, and Salesforce to coordinate API and integration roadmap, drive co-selling and co-marketing activities, conduct partner training, and obtain preferential developer support for Onna's product and engineering team.
- Negotiated agreements in partnership with Professional Services to close Onna's first new use case engagements for contract classification and community knowledge management.
- Led cross-functional product, marketing, and engineering project team to establish an integration prioritization framework culminating in first formal product integration roadmap for 2021/2022.

Cloud Software Association

**Community Leader / Executive Member**

June 2020 - July 2022

- Moderate content and mentor members for the largest global professional community of BD professionals.
- Led live one hour masterclass session for CSA executive members on re-launching partner programs.

- Created and led a 3 month pilot in coordination with founder and executive director of CSA to provide access to an archived knowledge base (operated using Onna) for 170 CSA executive members.

## InVision

### Strategic Partnerships Lead

July 2018 - August 2020

- First BD hire - created partner pipeline and program for InVision Studio from the ground up. Role subsequently expanded to include ownership of all strategic product alliances and partner strategy.
- Led outbound discussions with over 200 application developers. Secured commitments from over 40 developers to build the first set of apps for Studio before a public API was published.
- Cultivated strategic partnerships with key partners including Atlassian, AWS, GitHub, and Slack to expand top-of-funnel pipeline and build co-marketing narratives for the developer user persona.
- Created first set of formal processes and documentation for the platform partner program including integration review templates, partner prioritization and evaluation methodology, standardized go-to-market playbooks, and partner strategy documentation to guide resourcing around partner initiatives.
- Owned re-launch of InVision's DSM agency partner program including revised program tiering, partner vetting and scoring criteria, and a standardized GTM playbook to drive net new enterprise deals and upsells.

## MINDBODY (formerly NASDAQ: MB)

### Senior Business Development Manager

2014 - 2018

- Doubled size of API technology partner portfolio driving over \$700K in ARR. Led discussions with over 100 developers to scale integrations on the API platform across use cases including finance and accounting, business intelligence, ecommerce, marketing automation and CRM.
- API program management including development of standardized ISV partner tiers, developer onboarding, go-to-market strategy, API pricing, and partner contract negotiation.
- Renegotiated contract for \$1.5M ARR product division. Retained original profit margin while transitioning partnership to affiliate structure. Freed over 20 sales reps to drive sales of high-margin native products.
- Head of integration taskforce for two ISV acquisitions (Fitness Mobile Apps, Lymber). Led project team to achieve full operational integration post-acquisition. Co-lead on diligence for two additional M&A processes.

## Chegg (NYSE: CHGG)

### Business Development Lead - Content

2014

- Closed a dozen partnerships with online course publishers and content providers for MVP launch of Chegg Careers. Worked with product and engineering to complete content ingestion and partner onboarding.

### Strategic Project Manager

2012 - 2013

- Owned research and strategic recommendations for partner prioritization of Chegg app platform - presented deep dive across different education verticals, led business development prospecting and outreach.

### Business Analyst - Operations, Product, Content Management

2010 - 2012

- Lead data analyst supporting ops, product and content management teams using SQL and Excel to model complex strategy and decision scenarios. Analysis included A/B testing recommendations for Chegg's e-commerce engine, pricing optimization, and IRR and financial analysis.

## EDUCATION

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UC Berkeley - Walter A. Haas School of Business

*BS Business Administration*

University of Auckland, New Zealand

*International Business & Entrepreneurship - Study Abroad*

**Personal Interests:** Furniture design & woodworking, mountain biking, camping & backpacking