

HEIDI LEAR

Director of Partnerships · Membership Growth & Retention · Minneapolis Community Leader

Minneapolis, MN MHjlear@gmail.com [linkedin.com/in/heidilear](https://www.linkedin.com/in/heidilear)

PROFESSIONAL SUMMARY

Minneapolis-based partnership and marketing leader with 10+ years of experience building partner ecosystems, driving membership retention, and leading high-performing teams toward measurable revenue goals. Known for forging relationships that bridge corporate and community worlds: developed a community giving pilot with Target's Corporate Social Responsibility team through the Target-TechStars Innovation Accelerator (inaugural cohort) that explored using technology to connect customers with local causes at the point of sale. That concept directly informed what became Target Circle's giving program. Earlier community roots run deep as well, including membership program development at the Southern Theater and development work at the Ordway Center. Brings a genuine commitment to Minneapolis and a track record of building partnerships that create real value for businesses, nonprofits, and the communities they serve.

CORE COMPETENCIES

- ▶ Partnership Sales & Membership Growth
- ▶ Retention Strategy & Relationship Management
- ▶ Team Leadership & Staff Mentorship
- ▶ Sponsorship Program Development & Fulfillment
- ▶ Budget Management & Revenue Forecasting
- ▶ Community & Stakeholder Engagement
- ▶ Small Business & Nonprofit Partnerships
- ▶ CRM Management & Performance Reporting

Software: Salesforce · HubSpot · Marketo · Microsoft Office Suite · 6sense · Crossbeam · Asana · Google Analytics · ZoomInfo

PROFESSIONAL EXPERIENCE

OpenSesame | Minneapolis, MN (Remote) Nov 2024 - Present

Partner Marketing Manager

Built the company's first partner marketing function to develop scalable programs that grew the partner ecosystem, drove retention, and delivered measurable pipeline impact across enterprise and SMB partners.

- ▶ **Architected the company's inaugural partner membership model**, establishing onboarding, activation, enablement, and retention frameworks from the ground up.
- ▶ Grew and managed relationships with enterprise partners including **Workday, UKG, Cornerstone, AWS, 360Learning, Axonify, and Bridge**, with aligned value and co-marketing programs.
- ▶ **Partner programs generated 794 qualified leads, \$531K influenced pipeline, and \$147K in influenced revenue** within the first year.
- ▶ Developed partner-facing toolkits, co-branded materials, and microsites to maximize partner engagement and retention, including resources tailored to partners of varying sizes and capabilities.
- ▶ Established executive KPI dashboards tracking partner performance, pipeline attribution, and retention health.
- ▶ Led activations at Workday Rising, UKG Aspire, Cornerstone Spark, ATD, and partner SKOs, building community presence across the ecosystem.

6sense | Minneapolis, MN (Remote) Feb 2024 - Sep 2024

Sr. Customer Marketing Manager

Led customer lifecycle and member community programs focused on engagement, retention, and measurable renewal outcomes across a national user base.

- ▶ **Launched the company's inaugural member community program** across 22 cities, resulting in 17 hosted events that **influenced \$4M+ in pipeline and \$750K in revenue.**
- ▶ Developed retention and lifecycle campaigns tied to improved renewal outcomes; engagement initiatives contributed to a **7x increase in renewal rate.**
- ▶ Redesigned lifecycle strategy spanning community engagement, product adoption, partner programs, and services, ensuring members received consistent, high-value touchpoints at every stage.

Rescale | Remote Sep 2023 - Feb 2024

Partner Marketing Manager

Managed co-marketing strategy and partner activation programs across cloud and infrastructure partnerships.

- ▶ Built inaugural partner marketing strategy with **AWS, Microsoft, Google, Intel, AMD, and NVIDIA.**
- ▶ **Secured \$50K+ in quarterly co-marketing funding,** including first-time Intel investment, demonstrating strong partnership negotiation and sponsor value articulation.
- ▶ Led co-branded event activations and multi-partner conference programs, including a featured Microsoft expert panel at a leading HPC conference.

Calabrio, Inc. | Minneapolis, MN Jan 2023 - Sep 2023

Head of Demand Generation, North America

Led North American demand generation and partner marketing, managing a team of eight across demand gen, events, content, and partner programs.

- ▶ **Directly managed a team of 5 employees and 3 vendor resources,** setting goals, providing mentorship, and aligning team performance to revenue objectives.
- ▶ **Collaborated across 400+ global partners,** developing programs that contributed to a **25% increase in partner-driven sales.**
- ▶ Managed program budgets and performance reporting, delivering consistent results against KPIs and revenue targets.
- ▶ **Named finalist for 6sense's 2023 ABM Program of the Year.**

Global Partner Marketing Manager & Sr. Partner Program Specialist · 2017-2023

Progressed through four roles over six years, building global partner marketing programs supporting technology alliances, reseller ecosystems, and enterprise go-to-market initiatives.

- ▶ Developed and executed partner membership strategies including onboarding, enablement, incentive programs, and co-branded campaigns, with measurably stronger deal registration engagement and active partner participation
- ▶ Built scalable frameworks for partner communications, event activation, and sponsorship fulfillment across a global ecosystem.

Goodpin | Minneapolis, MN May 2016 - Apr 2017

US Director of Brand Relationships

Goodpin was a Minneapolis-based social platform for collaborative giving, connecting brands, nonprofits, and donors. Led all US brand partnership development and served as the primary relationship manager with corporate and community partners.

- ▶ Secured Goodpin's participation in the **Target-TechStars Innovation Accelerator (inaugural cohort)** through direct relationship-building with Target's Corporate Social Responsibility leadership, cultivated through years of Minneapolis community and arts networking.
- ▶ Designed and piloted a **\$20K co-giving program with Target** in which customers could direct Target's charitable dollars to their chosen nonprofit through the Goodpin platform and earn a gift card for matching the donation. The concept was later incorporated into **Target Circle's giving program,** which remains in operation today.
- ▶ Managed relationships with local Minneapolis nonprofits featured on the platform, and developed a partnership proposal with Meet Minneapolis to celebrate the city's diverse nonprofit community through visitor-facing giving programs.
- ▶ Built a pipeline of local Minneapolis business partnerships, inviting retailers, restaurants, and hospitality businesses to offer customers a giving experience at the point of purchase.

Button Poetry | Minneapolis, MN Feb 2011 - Mar 2015

Communications Director & Founding Member

Co-founded and grew one of Minneapolis's most recognized arts organizations, building community partnerships and national media presence from the ground up.

- ▶ **Coordinated poetry events with local and national venue, media, and sponsor partners**, building a robust community partnership network supporting Minneapolis arts and culture.
- ▶ Developed relationships with prospective sponsors and partners for artistic projects, performances, and publications.
- ▶ Grew organization to the **world's most-watched YouTube channel for poetry** with 120M+ views and 500K+ subscribers, and secured invitations to the White House and SXSW.
- ▶ Managed brand, communications, social media, and PR strategy for a growing community organization.

Apple Retail | Minneapolis, MN (Mall of America) Aug 2011 - Mar 2015

Account Executive, Apple Business

Drove B2B sales and relationship development for Apple's business division, managing a pipeline of local and regional business accounts.

- ▶ Managed a consultative sales pipeline with local businesses, serving businesses of all sizes including **Target, GE, and Mayo Clinic**.
- ▶ Built long-term client relationships through needs assessment, solution matching, and ongoing account management.
- ▶ Consistently achieved sales goals while delivering exceptional customer experience aligned to brand standards.

MINNEAPOLIS ARTS & COMMUNITY INVOLVEMENT

Southern Theater | Development Intern, Arts Administration · 2009-2011

- ▶ **Maintained membership database and developed the Member Benefits Program**, researching opportunities to expand member value and retention for a beloved Minneapolis arts institution.
- ▶ Orchestrated trade agreements with local businesses, authored membership letters and media releases, and participated in expansion planning.

Ordway Center for the Performing Arts | Development Intern · Oct 2011-Jan 2012

- ▶ Supported donor engagement through Insider Dinner events and programming coordination for the Sally Award & Annual Gala, deepening donor and sponsor relationships for a St. Paul performing arts anchor institution.

The Soap Factory | Volunteer · 2009-2010

- ▶ Supported gallery operations, event coordination, and ticketing for a Minneapolis contemporary arts nonprofit.

AWARDS & RECOGNITION

- ▶ **OpenSesame Super Sesame Aware (2025)**
- ▶ **6sense ABM Program of the Year Finalist (2023)**
- ▶ **Calabrio Innovation of the Year Award (2022)**
- ▶ **Apple Business Top Sales Leader Award (2014)**

EDUCATION

B.A. Communication Studies · Minor in Arts Administration