

Robin C. Hoffpauir

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Channel, Alliance, and Ecosystem Growth Leader

Results-driven leader with 7+ years of success in scaling partner ecosystems, developing GTM strategies, and delivering revenue growth in SaaS, Cloud, and Data Analytics sectors. Proven record of surpassing quotas, optimizing partner enablement programs, and fostering strategic relationships with hyperscalers and enterprise clients.

PROFESSIONAL EXPERIENCE

Navagis

Solution Sales Manager, North America | Remote | Oct 2024 – Present

- Lead strategic alignment with Google Cloud and Maps Field Sales teams to drive API consumption and solution adoption across enterprise accounts.
- Develop co-sell motions and GTM programs targeting verticals such as mobility, logistics, and retail mapping.
- Partner with Google's regional and global leaders to identify whitespace opportunities and expand account penetration.
- Drive account-based marketing initiatives and enablement strategies to accelerate partner pipeline growth.

ISI Analytics

Channel Account Manager | Remote | Jun 2022 – Oct 2024

- Exceeded quota 132% over 8 consecutive quarters, leading Western U.S. channel growth.
- Implemented repeatable onboarding and enablement frameworks, increasing partner revenue 105% YoY.
- Negotiated high-value contracts and incentive structures to increase deal size from \$8.5K to \$17.7K.
- Designed and executed GTM plans integrating co-marketing and joint business reviews with top partners.

Parlayking LTD.

Founder & Chief Revenue Officer | Denver, CO | May 2020 – Jun 2022

- Founded and led a SaaS startup leveraging a Bayesian predictive algorithm for data analytics.
- Built and managed a 6-person sales and partner team, establishing GTM strategies to penetrate competitive SaaS markets.
- Achieved successful acquisition by Private Equity after scaling ARR and building repeatable partner-led GTM processes.

Compliance Solutions

Channel Partner Account Representative | Denver, CO | Aug 2018 – May 2020

- Expanded partner ecosystem by 300%, designing enablement, marketing, and engagement programs.
- Shortened sales cycles by implementing data-driven performance tracking and partner onboarding improvements.
- Exceeded quota every quarter through strategic account planning and relationship development.

EDUCATION

Bachelor of Business Management

Metropolitan State University of Denver — GPA 3.69 | Baseball Scholarship

CORE COMPETENCIES

Strategic Partnerships | GTM Strategy | Channel Development | Partner Enablement | Ecosystem Growth | SaaS & Cloud Sales | Negotiation | Revenue Leadership | Cross-Functional Collaboration | Data Analytics | Solution Selling | Partner Operations | Business Development

KEY ACHIEVEMENTS

Delivered 132%+ attainment and 105% YoY partner revenue growth at ISI Analytics.

Built and executed co-sell GTM motions across Google Cloud & Maps enterprise segments.

Negotiated and closed six-figure partner contracts with sustained multi-year growth.

Founded and exited a SaaS company through acquisition, building partner-led GTM success.

Recognized by Google Cloud and Maps teams for measurable ecosystem expansion.