

# ZENA WILLIAMS

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## PROFESSIONAL SUMMARY

Enterprise partnerships and client success professional with 10+ years driving revenue retention, co-sell execution, and ecosystem growth across B2B SaaS, data, and AI environments. Proven track record managing complex partner relationships, designing channel incentive programs, and leading enterprise accounts through renewal and expansion - with metrics to back it up at every level.

Brings a distinctive combination of channel program experience, including co-sell motions with Google Cloud and AWS, and deep domain expertise at the intersection of proptech and workplace technology. Holds a Master's in Real Estate from Georgetown and combines strong commercial ownership with data-driven execution to turn partner and client relationships into predictable, scalable revenue.

## APPLICABLE SKILLS

- Partner Ecosystem & Alliances
- Co-Sell Program Management
- Enterprise Renewals & Expansion
- Channel Strategy
- Client Success & Retention
- Incentive Programs
- Revenue Attribution & Reporting
- Executive Stakeholder Engagement
- Salesforce - SalesNav - ZoomInfo

## PROFESSIONAL EXPERIENCE

### GROWTH MANAGER, NAMED COMMERCIAL – DATA MONKS

06/2025 – 03/2026

- Led enterprise data automation and AI transformation engagements that delivered cross-vertical audience visibility and a scalable data foundation, enabling client teams to justify larger marketing budgets, deepen audience understanding, and accelerate sales funnel performance.
- Drove co-sell pipeline with Google Cloud and AWS, generating \$700K in co-sell opportunities against a \$1.6M target while securing strategic cloud funding aligned to client priorities and accelerating cloud adoption and consumption.
- Led post-sales strategy across a portfolio of enterprise accounts, leveraging QBRs, gap analysis, and performance tracking to align solutions to business goals and surface expansion opportunities.
- Owned enterprise renewals and expansion negotiations, achieving a 92% renewal rate for Google enterprise licenses and a 20% project expansion rate through consultative engagement and strong executive relationships.

### ACCOUNT EXECUTIVE, SAAS COSTAR GROUP

10/2023 – 05/2025

- Managed 150+ accounts in Salesforce, Sales Navigator, and ZoomInfo, translating training and usage data into targeted retention strategies and growth opportunities that sustained NPS above 85 — including a perfect 100 across four consecutive months
- Drove multi-product adoption across CoStar, LoopNet, and Homes.com through consultative engagement, aligning platform capabilities to client goals and expanding wallet share within existing accounts.
- Owned client retention through proactive churn analysis and structured training programs, using engagement and usage data to identify at-risk accounts and deliver targeted education that deepened product adoption across a 150+ account portfolio.

### GLOBAL ALLIANCES & SR. PARTNER SALES OPS CONSULTANT JLL TECHNOLOGIES (JLLT)

09/2021 – 03/2023

- Built and scaled a global partner lifecycle and lead management system in Salesforce, establishing structured engagement across a multi-partner ecosystem and improving co-sell execution, revenue attribution, and pipeline visibility.
- Designed, negotiated, and tracked co-sell incentive programs supported by executive-level reporting on partner performance and pipeline health, enabling data-driven decision making across Sales Ops, Marketing, and Engineering stakeholders
- Led cross-functional initiatives to automate partner workflows and eliminate process gaps, implementing scalable operational solutions including onboarding workflows, attribution models, and partner engagement frameworks that improved team productivity and accelerated time-to-execution.

### TECHNOLOGY ADVISOR & CLIENT LIAISON JLL TECHNOLOGIES (JLLT)

02/2020 – 08/2021

- Served as the embedded technology advisor for tenant rep brokers, leading co-sell engagements and reselling JLL partner technologies that positioned occupancy monitoring and space utilization solutions as direct drivers of client cost savings and revenue optimization — reframing real estate as a measurable bottom-line asset
- Designed broker incentive programs that aligned compensation structures to technology adoption goals, creating pull-through demand and securing broker engagement that enabled JLL technology teams to access client environments and drive embedded solution sales.
- Delivered enablement programs for brokers and enterprise clients, translating complex space technology capabilities and partner solutions into compelling business cases that accelerated adoption, reduced operational friction, and contributed to a 10% year-over-year increase in client retention.

**CLIENT SERVICES COORDINATOR**

**08/2018 – 01/2020**

*CBRE*

- Developed client-facing RFIs and RFP responses for enterprise accounts including Shell and McDermott, structuring property data and embedding CBRE partner and space technology solutions into proposal strategy to strengthen retention and enable clients to optimize space utilization and reduce occupancy costs.
- Drove automation-led process improvements that reduced proposal turnaround time by 50% while achieving 100% compliance accuracy, enabling advisory teams to deliver faster, more consistent, data-driven outcomes across a portfolio of top-tier enterprise accounts.

**MARKETING & COMMUNICATIONS ASSOCIATE - PARTNERSHIPS**

**08/2016 – 07/2018**

*HOUSTON TENNIS ASSOCIATION*

- Managed corporate sponsorships, donor communications, and partner relationships using Salesforce, securing a multi-year partnership with RBC Wealth Management and aligning co-marketing initiatives to measurable program outcomes.

**SALES MANAGER**

**03/2013 – 04/2016**

*ARABIAN MAGAZINES*

- Managed a team of two while overseeing a portfolio of client relationships through consultative digital and print advertising sales, developing tailored outcome-driven proposals that contributed to 80% client retention.

**EDUCATION**

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**MASTER OF PROFESSIONAL STUDIES, REAL ESTATE  
FOCUS: CONSTRUCTION & DEVELOPMENT LIFECYCLE  
GEORGETOWN UNIVERSITY, 2021-2023**

**BACHELOR OF ARTS, INTEGRATED MARKETING &  
COMMUNICATIONS  
DUQUESNE UNIVERSITY, 2007-2010**