

ZENA WILLIAMS

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PROFESSIONAL SUMMARY

Strategic GTM and growth leader with 10+ years driving revenue acquisition, partner ecosystems, and enterprise account expansion across B2B SaaS, data, AI, and energy sectors. Proven track record building channel programs and co-sell motions from the ground up, including \$700K+ in co-sell pipeline with Google Cloud and AWS, 92% renewal rates, 20% expansion rates, and NPS sustained above 85 with four consecutive months at a perfect 100.

Brings a distinctive combination of channel growth strategy, cross-functional orchestration, and data-driven execution across complex, multi-stakeholder environments. Holds a Master's in Real Estate from Georgetown University and applies deep commercial ownership, from attribution modeling and lead generation to exec-level partner engagement, to turn channel and client relationships into predictable, scalable revenue.

APPLICABLE SKILLS

- GTM Strategy
- Channel Growth & Expansion
- Customer Success & Retention
- Revenue Growth
- Lead Generation
- Pipeline Development
- Account and CRM Performance
- Partner & Channel Enablement
- Cross-Functional Orchestration

PROFESSIONAL EXPERIENCE

SALES CHANNEL GROWTH STRATEGY MANAGER - GTM

06/2026 - PRESENT

NRG ENERGY

- Serve as strategic growth partner for Face-to-Face, Outbound, and Affiliate sales channels, aligning Marketing, Sales Ops, Pricing, and Digital stakeholders to accelerate customer acquisition across Texas home energy and smart home security brands.
- Build lead generation, nurture, and attribution programs from the ground up, translating event, sponsorship, and partner activity into measurable pipeline and conversion insights.
- Analyze channel performance across segments, markets, and customer journeys to identify conversion gaps, optimize acquisition strategy, and surface data-driven recommendations for senior leadership.
- Lead intake and prioritization of channel marketing initiatives, converting competing business needs into actionable workstreams across promotional planning, product messaging, pricing, and campaign execution.
- Partner cross-functionally on multi-brand campaign strategy, post-launch performance tracking, and continuous optimization against regional growth and customer acquisition goals.

GROWTH MANAGER, NAMED COMMERCIAL - DATA

06/2025 – 03/2026

MONKS

- 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, contracting over \$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.
- Negotiated and executed enterprise contracts and expansion agreements, achieving a 92% renewal rate for Google enterprise licenses and a 20% project expansion rate through executive-level engagement and consultative partnership strategy.

ACCOUNT EXECUTIVE, SAAS

10/2023 – 05/2025

COSTAR GROUP

- 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 real estate platforms such as 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 contracts, 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)

- 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.
- Negotiated and executed partner agreements across a global ecosystem, establishing contractual frameworks that minimized risk exposure and aligned partner investment to revenue outcomes.
- 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 proptech

solutions including onboarding workflows, attribution models, and partner engagement frameworks that improved team productivity and accelerated time-to-execution.

TECHNOLOGY ADVISOR & CLIENT LIAISON

02/2020 – 08/2021

JLL TECHNOLOGIES (JLLT)

- 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

- Led consultative digital and print ad sales while managing a portfolio of client relationships, developing tailored, outcome-driven proposals that drove 80% client retention.
- Developed and published editorial and sponsored content for *Bahrain Confidential*, including automotive features (Porsche, Jaguar, Dodge), hospitality reviews, and cultural pieces, shaping public-facing narratives and strengthening brand engagement.

EDUCATION

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

***SALES PERFORMANCE TRAINING
FOCUS: CONSULTATIVE SELLING & PIPELINE
DEVELOPMENT
RICHARDSON SALES PERFORMANCE (VIA COSTAR
GROUP), 2024-2025***

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