LOUIS BOHAN

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Partner Program Buildout & Lifecycle Management • Partner-Sourced Pipeline & Revenue • Joint GTM & Co-Sell Strategy

PROFESSIONAL SUMMARY

Partner management leader with 4+ years building and scaling a partner ecosystem at Odoo — a $5B+ enterprise SaaS platform where I owned the full partner lifecycle from strategy and recruitment through enablement, joint selling, performance management, and long-term growth. I identified, recruited, onboarded, and managed strategic technology, services, referral, and channel partners. I created scalable partner programs (qualification criteria, onboarding, enablement, engagement models, and performance standards), developed joint GTM strategies (co-selling, co-marketing, referrals, events), and partnered cross-functionally with Sales, Marketing, Product, and Customer Success. I grew the ecosystem from 100 to 500+ active partners, drove 160% avg YoY partner-sourced revenue growth, and led a 12-person team.

Aurasell is building the world's first AI-native CRM platform — $30M Seed from Menlo Ventures, Unusual Ventures, and N47 — and is hiring a Director of Partner Management to completely build out the partner ecosystem from scratch. That is the function I built at Odoo. I also ship production LLM agent systems on Anthropic's Claude — so the AI-native GTM platform Aurasell is building is native ground.

EXPERIENCE

Partnership Development, NA (Team Lead) | Odoo — San Francisco, CA 2023–2026

- **Owned the full partner lifecycle — strategy, recruitment, onboarding, enablement, joint selling, performance management, and growth — across 500+ technology, services, referral, and channel partners for a $5B+ enterprise SaaS platform.** Built executive-level relationships and mutually beneficial business plans. Drove 160% avg YoY partner-sourced revenue growth.
- **Created scalable partner programs from scratch — qualification criteria, onboarding, enablement, engagement models, incentives, and performance standards.** Equipped partners with messaging, product knowledge, training, and tools. Delivered webinars reaching 3,000+ cumulative registrants.
- **Developed joint GTM strategies (co-selling, co-marketing, referrals, events) and partnered cross-functionally with Sales, Marketing, Product, and Customer Success to support partner-sourced and partner-influenced revenue.** Built and maintained a healthy partner pipeline tracking opportunities, referrals, and revenue contribution.
- **Led a 12-person team and established partner success metrics with regular reporting on pipeline, bookings, activation, and ROI.** Gathered partner feedback to inform product priorities and positioning. Represented the platform at partner meetings, events, and executive briefings.

Partner Recruitment Specialist | Odoo — San Francisco, CA 2022–2023

- **Closed 60+ partnerships through full-cycle business development — sourcing through close.** Built executive-level relationships with partner principals and decision-makers. Generated measurable pipeline and revenue through partnerships. Exceeded partner-sourced revenue targets by 300% in first year.
- **Exceeded growth targets at >600% of assigned quota.** Awarded Best MRR Partnership Recruitment and New Partner Attainment at a team-record 3x growth rate.

Education & Client Management | Various Institutions — Taiwan 2011–2021

- **Managed institutional partnerships and delivered programs for 500+ clients across education and enterprise organizations.** Developed external relationships that produced measurable outcomes. Maintained operational rigor across concurrent programs.

SKILLS

Partner program buildout (0-to-1) & lifecycle management • Partner-sourced pipeline & revenue generation • Joint GTM strategy (co-sell, co-marketing, referrals) • Partner enablement & performance management • Cross-functional collaboration (Sales, Marketing, Product, CS) • Production LLM agent systems (AI fluency) • CRM & GTM platform expertise • Team leadership (12-person team)

AWARDS

Best MRR Partnership Recruitment (>600% of target) • New Partner Attainment (team-record 3x growth)

EDUCATION

MBA — South Taiwan University of Science and Technology, Taiwan (2012–2015)

BA, Journalism — San Francisco State University, San Francisco (2007–2010)