

Tyler Rowe

SAAS STRATEGY AND PARTNERSHIPS LEADER | MBA CANDIDATE

Chippewa Falls, WI | 657.409.2538 | tyler.p.rowe@gmail.com | tyler-rowe.com

CORPORATE DEVELOPMENT PROFILE

Technology and SaaS commercial leader with 8+ years of experience spanning enterprise sales, strategic partnerships, market expansion, pricing, and cross-functional execution. MBA candidate building formal capability in corporate finance, financial modeling, venture investing, and due diligence. Brings operating insight into SaaS economics, partner evaluation, commercial risk, negotiation, and build-buy-partner decisions.

PROFESSIONAL EXPERIENCE

Elite Extra / Epicor Corporation

Mar 2024 - Present

Senior Sales and Partner Team Manager

- Lead a three-person partnerships team developing software integrations, referral channels, and other commercial relationships; coordinate execution across Product, Engineering, Finance, Marketing, and Legal.
- Built the business case for an ISV partnership with Prokeep by assessing strategic fit, customer value, commercial considerations, and implementation requirements; supported the partnership through cross-functional evaluation.
- Secured enterprise integration and referral partnerships with BMW, VIPAR, Lex-Com, and Prokeep, expanding the company's reach into new customer and partner channels.
- Evaluate enterprise opportunities through executive discovery, customer segmentation, pricing analysis, operational requirements, and contract risk; serve as primary liaison for accounts spanning hundreds of decentralized locations.
- Directed a market-expansion campaign using an external partner network of 50 representatives and built HubSpot and Excel reporting to prioritize accounts and improve pipeline visibility.

Elite Extra

Sep 2017 - Mar 2024

Sales Associate, Enterprise and Strategy

- Managed full-cycle enterprise opportunities from discovery and solution scoping through pricing, contract negotiation, legal coordination, and operational onboarding.
- Translated customer feedback, market data, and competitive intelligence into recommendations for Product Management and long-term roadmap planning.
- Developed Excel models and CRM dashboards to forecast pipeline, segment accounts, and support resource prioritization; created operating procedures and onboarding tools used to scale partnership execution.

EDUCATION AND CORPORATE FINANCE DEVELOPMENT

University of Wisconsin-Madison | Master of Business Administration Candidate

Expected Mar 2027

University of Wisconsin-La Crosse | BS, International Business; Finance and German focus

Goethe-Universität Frankfurt | Study abroad, studied Finance and German language

MBA focus: Entrepreneurship, Growth and AI badges

Portfolio: Independent corporate development case studies and financial models published at tyler-rowe.com.

CAPABILITIES

Strategy and analysis: Market analysis, commercial due diligence, build-buy-partner evaluation, financial modeling, pricing analysis, customer segmentation, competitive intelligence | **Execution:** Strategic partnerships, enterprise negotiations, executive communication, cross-functional program leadership