

# JOE RHOTON

## BUSINESS DEVELOPMENT | STRATEGIC PARTNERSHIPS | BRAND COMMUNICATIONS

2314 College Drive, Costa Mesa, CA 92626  
714.488.5489 | Joerhoton@gmail.com | [LinkedIn](#) | [www.joerhoton.com](http://www.joerhoton.com)

### OVERVIEW

Dynamic Brand & Strategic Partnerships Leader with 10+ years' experience building partnerships that drive brand impact, business growth, and customer value — across public sector, enterprise, and emerging technology ecosystems. Proven track record of sourcing, negotiating, and scaling partnerships that deliver measurable brand amplification, revenue growth, and strategic positioning — including high-profile collaborations with Google Cloud, leading content platforms, and federal GTM channels. Operator and strategist with expertise in building partnerships that align brand, BD, and product objectives to drive market differentiation and long-term value.

### CORE COMPETENCIES

- Pre-sales consulting for enterprise cloud platforms
- Federal, state, and local public sector sales
- Optimizing sales via key contract vehicles (GSA, NASA SEWP, BPA's.)
- Strategic partnerships and alliances
- Competitive positioning and differentiation
- Sales enablement and training
- Pipeline development and account strategy

### CAREER HIGHLIGHTS

- Responsible for retention, growth and management of \$XXM+ book of Federal and State government business.
- Drove 15% YoY growth in the public sector vertical, working and winning with agencies such as HHS, NASA, EPA, NIH, White House, DISA, US Army, DOI and States including, North Dakota, North Carolina, California, Texas and Colorado.
- Maintained an 89% client retention rate, showcasing exceptional relationship management and service delivery.
- Spearheaded strategic initiatives for The White House and U.S. House of Representatives (100+ offices), delivering tailored cloud solutions.
- Established and drove GTM motions through reseller and channel market allowing for key growth in strategic small business set aside markets and larger teaming opportunities.

### PROFESSIONAL EXPERIENCE

Cision, Inc.

Strategic Growth Lead, Public Sector (FED & SLED)

July 24 - Present

Driving strategic growth initiatives for Cision's \$10M + Public Sector vertical, focusing on Federal (Fed) and State, Local, and Education (SLED) markets. Reporting to the VP of Government Relations, I manage the full Government Contracting (GovCon) lifecycle, including business development, capture management, proposal strategy, and contract administration.

- Drove public sector growth, securing multi-agency Blanket Purchase Agreements (BPAs) with state and local agencies, including the North Carolina Department of IT, enabling streamlined procurement and operational efficiencies.
- Designed and delivered real-time crisis management solutions for state and local government agencies, enhancing incident response capabilities and operational metrics.
- Supported federal engagements, partnering with agencies like HHS, NASA, and EPA to implement scalable cloud-based solutions tailored to policy and operational requirements.
- Managed a \$5M pipeline for state and local government accounts, driving 15% YoY growth and achieving 89% client retention within the public sector vertical.
- Sourced, implemented, and brought to market new solutions integrated into public sector workflows, generating six figures within the first two months of launch and achieving profitability in three months.
- Collaborated with leadership teams to provide client-driven feedback to product management, leading to enhanced solutions that increased adoption and long-term customer value.

## PROFESSIONAL EXPERIENCE CONT..

### Cision, Inc.

#### Sr. Strategy Director, Partnerships

2019 - July 24

- Built and scaled branded content tech partnership delivering \$3M Y1 revenue, \$6M Y2, and tracking \$8M Y3 — driving 3x amplification of brand content across 200+ premium media properties
- Drove strategic partnership with Google Cloud — positioning CisionOne as an AI-powered market leader and accelerating product innovation, brand equity, and BD pipeline
- Built Public Sector GTM partnerships ecosystem — sourcing and activating Carahsoft, Accenture Federal Services, and GSA contract channels — driving +71% revenue growth (\$7M → \$12M), accelerating BD velocity, and expanding brand visibility through partner-led marketing (webinars, thought leadership)
- Managed revenue enablement and GTM for advertising solution, supporting growth from \$1.8M to \$4M+ and 56% YoY growth, during a declining market for our core product.
- Sourced, implemented and brought to market new product embedded into press releases, generating six figures within first two months of live, profitable within three and currently on track to have a \$1M run rate.

### Rev, Inc.

#### Director, Strategic Partnerships

2017-2019

*A \$15M venture backed technology startup delivering artificial intelligence-powered demand generation solutions*

Strategy & execution of partner & channel growth. Drove strategic partnership strategy by identifying new agency opportunities across multiple product lines. Contributed consistent customer acquisition and revenue growth, enabling company to secure \$11.6M series B funding. Worked cross-functionally with product, marketing, leadership, and design to prioritize product roadmap and execute on strategic vision.

- Sourced, negotiated and secured annual million-dollar partner agreement with leading London advertising agency, setting record for companies' largest annual contract while exceeding margin target by 12%.
- Built and executed strategic partnership strategy — onboarding 56 net new logos in 2018, supporting \$11.6M Series B raise and driving consistent revenue growth
- Implemented LinkedIn marketing campaign, generating 200 partner leads, 40 sales accepted leads, \$750,000 pipeline and \$262,500 revenue, 163% of plan Q1 2019

### Genpact, LLC.

#### Business Development Manager: Social Media Insights

2017-2019

*A \$3.7B professional services and consulting firm that acquired startup EmPower Research as part of rollup strategy for their Smart Decision Services Business.*

Hired as sales executive at startup (EmPower Research), promoted to solutions consultant shortly after Genpact's acquisition of EmPower. Provided pre-sales consulting and deal support for large complex high-ticket opportunities. Acted as product expert, designing & delivering effective and engaging presentations.

- Built and drove demo of customized interactive dashboard, pointing out missed influencer opportunity in high stakes new business pitch for major toy manufacture, successfully securing \$500k contract and uprooting incumbent of six years.

## EDUCATION / INDUSTRY AFFILIATIONS / PROFESSIONAL CERTIFICATIONS

- **Education:** Bachelor of Arts, Film & Media Studies, University of California, Santa Barbara
- **Industry Affiliations:** Cloud Software Association, PRSA, Big Brothers Big Sisters of America, Chapman Leatherby School of Entrepreneurship, NVIDIA Inception Partner Program
- **Certifications:** Developing Executive Presence Strategic Partnerships Finance Foundations: Business Valuation, Business Development Foundations, Strategic Partnerships: Ecosystem & Platforms, High-stakes communications