

Michael McGehee

BUSINESS DEVELOPMENT | STRATEGIC PARTNERSHIPS | GROWTH

Location: Virginia Beach, VA

Email: michael@michaelmcgehee.com

Website: MichaelMcGehee.com



SUMMARY

Business development leader and founder with 10+ years driving revenue growth, strategic partnerships, and scalable acquisition systems. Built and scaled freetrials.com to 200+ commercial partners, negotiating agreements, managing partner lifecycles, and optimizing performance. Experienced in full-cycle business development, market expansion, and building durable revenue pipelines across technology and digital platforms.

EDUCATION

Belmont University

Bachelor of Business Administration, Graduate 2011
Music Business

- **Intern:** Nashville Scene | McGehee Entertainment | Love Monkey Music | Tom-Leis Music
- Supported music publishing houses, music promotion, social media, local magazine ops

SKILLS

- Partnership Building
- Market Expansion
- Revenue Growth
- Cross-Functional Leadership
- Data-Driven Decision Making

EXPERIENCE

Founder & CEO | Freetrials.com

Brand Partnerships

2019 – Present

- Built and scaled partnership platform to 200+ SaaS, media, and technology partners
- Negotiated commercial agreements and managed partner lifecycle from outreach and onboarding through revenue optimization
- Developed acquisition strategy across partnerships, organic search, and conversion optimization
- Built reporting systems to track revenue, partner performance, and growth metrics
- Led cross-functional execution across engineering, marketing, and external vendors

Partner Operations Lead | Uber

Rideshare & Food Delivery Platform

2015 – 2019

- Developed and supported early beta program that became Uber Eats delivery platform
- Contributed to creation, testing, and rollout of driver referral programs that accelerated marketplace growth across Los Angeles
- Led driver acquisition, onboarding, and activation initiatives across one of Uber's fastest-growing markets
- Managed operations across three onboarding centers and led teams of Uber Expert specialists, supporting partner success
- Built scalable recruitment pipelines through referral programs, ambassador networks, and direct outreach
- Consistently ranked among top performers for partner acquisition, activation, and operational performance