Jonathan Croft

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SUMMARY

Fifteen years in B2B software across channel partnerships and direct account management. Recruited and onboarded close to 200 MSP, reseller, and systems integrator partners across three companies, owning those relationships through ongoing support, growth, and retention. Built partner onboarding and enablement resources and led joint business planning with assigned partners. Consistently exceeded channel quota, with attainment ranging from 104% to 116%. Also managed enterprise and mid-market SaaS portfolios up to $6.2M in annual recurring revenue, built health scoring models, and led quarterly and executive business reviews. Builds long-term partner relationships by actively listening to what each partner and customer wants to achieve. Partners with internal teams across Marketing, Product, and technical functions to support partners and resolve issues, and with Finance and Legal on partner agreements and contract terms, changes, and red lines.

EXPERIENCE

Wentworth Sales Consulting | Contract Consultant *August 2025 - May 2026*

Greater Boston, MA (Remote)

- Assessed client sales teams across skill, process, and pipeline execution, reviewing performance data with leadership to flag at-risk deals and prioritize coaching.
- Configured CRM systems and built training documentation, on-demand video modules, and repeatable playbooks.

Textkernel (acquired by Bullhorn, 2024) Boston, MA (Remote)

Senior Account Manager, Field *January 2025 - May 2025*

- Took on an expanded $6.2M ARR portfolio of enterprise and mid-market accounts following Bullhorn's acquisition, including staffing agencies and ISV customers that white-labeled Textkernel's platform.
- Closed renewal, upsell, and cross-sell opportunities across the expanded portfolio, delivering 103% of quota in Q1 2025.
- Partnered with customer executives and Product, Customer Success, Support, and technical teams to resolve complex issues and address concerns about product direction and support continuity following Bullhorn's acquisition.

Senior Account Manager *January 2023 - December 2024*

- Owned a $4.5M ARR portfolio of 120+ enterprise and mid-market accounts, including Meta and Netflix, spanning onboarding, product adoption, renewals, and expansion.
- Delivered quota attainment of 119% (2024) and 102% (2023, ramp), ranking as the top global performer in 2024.
- Led renewals from forecasting through close, achieving 116% net revenue retention (NRR) and 92% gross revenue retention (GRR) in 2024, up from 88% GRR in 2023, with 15 to 25% renewal price uplifts and upsell and cross-sell revenue.
- Overhauled the team's quarterly business review (QBR) process, using account and usage data to assess customer health and surface renewal risk early. It became the standard for 10 account managers across the US and Europe.
- Built a health scoring approach that flagged renewal risk early and prioritized account attention.
- Coordinated with ATS and CRM technology partners on integration alignment, solution positioning, and value-based selling within staffing and recruitment technology workflows.

CloudCall Boston, MA (Hybrid)

Director of Sales, North America *June 2019 - July 2022*

- Led a team of up to 12 at its largest, made up of 4 account executives and 8 business and sales development reps.
- Built the sales onboarding and training program from scratch and cut ramp time for new sellers by 25%.
- Stayed the named owner of each account for the first 60 days after signature, guiding it through implementation and standardizing the stakeholder intelligence handed to account management.
- Directed North America go-to-market initiatives, including sales playbooks, strategic technology partner alignment, and selling enablement for partner GTM teams.
- Delivered quota attainment of 121% (H1 2022), 116% (2021), 96% (2020), 136% (2019), and 106% (2018, ramp).

Senior Account Executive *January 2018 - June 2019*

- Owned the B2B relationship from discovery through onboarding, aligning product capabilities to customer workflows and long-term value.
- Consistently met or exceeded quota through disciplined pipeline management and customer-focused selling.

Egenera | Senior Channel Account Manager, East *March 2017 - January 2018*
Greater Boston, MA (Remote)

- Sourced, recruited, and onboarded 12 new MSP, VAR, and Systems Integrator partners in 10 months, building and managing an East Coast partner ecosystem.
- Led joint partner planning, defining shared performance objectives, revenue targets, and key milestones.
- Administered PRM software and partner portals to manage deal registration, co-marketing resources, and partner-facing enablement content.
- Delivered 108% of quota in 2017 through partner-driven pipeline development and account growth.

Vault America | Contract Consultant *June 2016 - March 2017*
Greater Boston, MA (Remote)

- Established a partner engagement framework, including workflows, documentation, and reporting processes for a newly formed team.
- Advised company leadership on formalizing internal processes, including CRM structure and reporting alignment.

FreedomVoice (acquired by GoDaddy, 2016) | Regional Manager, Channel Account Management *June 2014 - June 2016*
San Diego, CA (Remote)

- Recruited and onboarded 74 resale partners for hosted communications solutions, owning each from qualification through signed agreement and ongoing support, and driving adoption through hands-on training.
- Led a West region team of channel development representatives, six over my tenure, turning new hires with no sales experience into a strong team through onboarding, role-playing, and hands-on call coaching with shadowing.
- Built a process for qualifying and disqualifying prospects quickly, so account executives only received strong meetings.
- Advised prospective partners on positioning FreedomVoice's hosted VoIP solutions as value-added parts of their portfolios, and supported partner-led sales with presentations to partner audiences and end customers.
- Delivered quota attainment of 113% (H1 2016) and 106% (2015).

Reflexion Networks (acquired by Sophos, 2015) | Channel Account Manager *June 2012 - June 2014*
Greater Boston, MA (On-site)

- Signed and onboarded roughly 4 new partners a month, about 100 in two years, and owned those relationships through growth and retention.
- Built the partner onboarding and enablement process from scratch for an early-stage channel program.
- Supported partners with solution positioning at customer meetings, conferences, and trade shows.
- Delivered quota attainment of 104% (H1 2014), 116% (2013), and 111% (2012, ramp).

ADDITIONAL EXPERIENCE

State Street, Pegasystems, Parametric Technology Corporation *2007 - 2012*

- Started in fund accounting at State Street before transitioning into sales compensation analysis at Pegasystems and Parametric Technology Corporation, building foundational experience in incentive design, commission administration, and aligning pay programs with revenue goals.

EDUCATION

MBA, Strategy & Business Analysis 2012
Questrom School of Business, Boston University | Boston, MA

Bachelor of Science, Business Management 2007
Roger Williams University | Bristol, RI

SKILLS

Partnerships & Channel: Partner Recruitment & Onboarding, Partner Enablement, Channel Program Development, Joint Business Planning, Partner-Led Opportunities, Partner Success, MSP, VAR, SI, and ISV Ecosystems, Strategic Technology Partnerships, Deal Registration & PRM

Account & Customer Management: Enterprise & Mid-Market Account Management, Customer Success, Renewal & Expansion Strategy (NRR/GRR), Upsell & Cross-Sell, Quarterly & Executive Business Reviews (QBRs and EBRs), Customer Health Scoring & Renewal Risk Management, Executive Relationship Management

Commercial & Cross-Functional: Team Leadership & Coaching, Sales Onboarding & Training Program Design, Cross-Functional Collaboration, Forecasting, Contract Negotiation, Process Improvement

Tools: Salesforce, Jira, CRM Systems, PRM Software, Partner Portals, Microsoft Excel, AI Tools & AI-Integrated Workflows