

BRETT ERLNBACH

Director of Account Management

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PROFESSIONAL SUMMARY

Challenge seeking and competitive team player with 15+ years of leadership advancement in sales, marketing, business development, and strategic partnerships. Unmatched career experience with a multi award-winning organization that has seen unbelievable growth for over two decades.

EXPERIENCE - NCSA COLLEGE RECRUITING

Senior Director of Partner Development

📅 05/2024 - Present

Leads a robust team of partner account managers

- Responsible for a partner portfolio of 100+ affiliate organizations
- Oversees affiliate program that generates over 2 million annual affiliate leads
- Has helped grow affiliate lead volume by 280%
- Has helped grow ancillary affiliate revenue by 358%
- Leads cross department team created to overhaul all affiliate reporting
- Oversees all affiliate contract accounting and payroll of \$750k-2 million in monthly commission and sponsorship payouts

Director of Partner Development

📅 01/2020 - 05/2024

- Led a 2022 digital rebrand among all partnerships (acquired by Endeavor/IMG)
- Implemented and oversaw API integrations across all affiliates
- Oversaw API integrations for TeamEdition (SaaS) and CollegeAdvisor products
- Collaborated with marketing deliverables for 25+ event partnerships
- Led cross department team to build Salesforce CRM for affiliate management

Senior Account Manager, Digital Partnerships

📅 07/2015 - 01/2020

- Created and implemented affiliate performance and commission reporting
- Collaborated with marketing and data teams to analyze affiliate performance
- Collaborated with sales team to implement an affiliate handoff process
- Led 2016 digital rebrand across owned partners (acquired by Reigning Champs)

Account Manager, Digital Partnerships

📅 05/2012 - 07/2015

- Developed Athnet into the largest affiliate program with 139% revenue growth
- Grew BeRecruited into the second largest affiliate with 1,118% revenue growth

Recruiting Manager

📅 11/2010 - 05/2012

- Led an entry-level sales team of 15+ recruiting coordinators
- Led all sales teams in revenue for first 9 consecutive months in role
- Responsible for interviews, hiring, onboarding, training and coaching
- Helped with the transition and development of Salesforce CRM for sales team

Recruiting Coordinator

📅 01/2009 - 11/2010

- Conducted over 10k entry-level B2C sales calls to qualify leads
- Tied to over \$1.3 million in revenue and 1,000+ new clients

EDUCATION

Bachelor of Arts: Communications & Business Management

Beloit College

📅 08/2004 - 05/2008 📍 Beloit, WI

- Dean's List Award Recipient
- 4x Varsity Baseball: Academic All-Conference Honors
- Sigma Chi Fraternity: Vice President, Magister, Ritual Chair, Brotherhood Chair
- Order of Omega: Treasurer

STRENGTHS

Leadership Experience

Natural and nurtured leadership qualities with lifelong experience

Operational & Business Expertise

Solid understanding of all areas of a business and the driving forces that shape its success

Versatile Skill Set

Wide array of abilities that thrive in all environments with adaptability to grasp new concepts

KEY ACHIEVEMENTS

Implementation of Affiliate Program

Incorporated a digital component to all partnerships through API integrations to drive lead generation

Organization of Strategic Partnerships

Laid the groundwork for how partners are onboarded, integrated, and managed helping to lead to the creation of the Business Development department

Restructured Overall Sales Strategy

Conducted a year-long testing initiative in 2013 to oversee conversion rates for "returning" leads, growing lead volume and revenue by 100%

Implementation of Lead Handoff

Led an initiative to increase lead information shared from marketing and partner sources with sales to improve lead efficiency and conversion rates

Awards & Recognition

- 4x Teammate of the Month winner and 7 time nominee
- 2023 and 2024 Unsung Hero of the Year nominee
- 2024 MVP of the Year nominee