TIMOTHY M. ABRAMS

BUSINESS DEVELOPMENT | PARTNERSHIPS | SPONSORSHIP | SALES

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EXECUTIVE PROFILE

Business development and partnership leader with 25+ years of experience growing revenue across associations, events, commercial real estate, technology and sustainability. I open new markets, build executive relationships, develop sponsorship and sales offerings, and grow strategic accounts. I also understand how to deliver what gets sold, from partner activation and event execution through renewal. My experience spans building a sales and partnership business for more than two decades and leading business development in established organizations and emerging companies.

SELECTED BUSINESS DEVELOPMENT RESULTS

- Helped grow CoreNet Global annual sponsorship, exhibit and related partnership revenue from approximately $600K to more than $6M through Access Marketing & Events.
- Built relationships with executives and buyers across commercial real estate, workplace, technology, sustainability, professional services and consumer products.
- Negotiated and managed multi-year strategic partnership agreements exceeding $10M, aligning partner goals with programs that could be delivered and renewed.
- Built CRM, prospecting and account-management processes that improved pipeline visibility, coordinated outreach and supported long-term relationships.
- Increased industry partner revenue by 50% at ARMA International through targeted outreach and tailored sponsorship and partnership opportunities.
- Repeatedly entered new industries and organizations, rapidly building fluency in their ecosystems, identifying key stakeholders and translating industry needs into partnership and growth opportunities.

CORE EXPERTISE

New Business Development
Sponsorship & Exhibit Sales
Account Growth & Renewals
Association & Event Revenue
Prospecting & Pipeline Development
Sponsorship Activation & Fulfillment
CRM & Sales Process Development
Proposal Development & Negotiation
Strategic Partnerships
Enterprise Sales
Executive Relationship Development
Partnership Strategy
Go-to-Market Strategy
Market Opportunity Identification
Cross-Functional Leadership
Client Discovery & Communication

PROFESSIONAL EXPERIENCE

Account Manager, Natural Products Expo West | New Hope Network | Informa Markets — *Boulder, CO / Remote | 01/2026 - 06/2026*

Managed a multimillion-dollar portfolio of exhibitor, sponsor, and brand relationships supporting one of North America's largest consumer-products trade events.

- Owned partner relationships across a large portfolio, supporting retention, account growth, renewals, and long-term engagement.
- Collaborated with sales, marketing, and event operations to deliver sponsor activations, partner experiences, and client commitments.
- Directed partner planning and fulfillment across booth strategy, activation logistics, and onsite execution
- Managed a $6.6 million portfolio of exhibitor, sponsor and brand relationships, improving renewal retention from 75% to 80% while increasing new-account sales by 5%

Business Development Manager, Events & Partnerships | ARMA International — *Boulder, CO | 01/2025 - 01/2026*

Led business development for sponsorships, event partnerships and industry revenue at a global professional association.

- Developed relationships with solution providers, corporate partners and senior executives to identify business goals and create relevant sponsorship and partnership opportunities.
- Increased industry-partner revenue 50% through targeted outreach, stakeholder discovery, and tailored engagement opportunities.
- Worked with programming, marketing, operations and leadership to turn partner objectives into event programs, activations and deliverable commitments.
- Built scalable employer prospecting and CRM processes using Salesforce and Apollo, reducing sales-cycle time by 75% and strengthening pipeline coordination.

Vice President, Sales (Fractional) | Permilyon, Inc. — *Boulder, CO | 06/2023 - 11/2024*

Led go-to-market strategy, enterprise business development, and executive engagement for a technology-driven sustainability platform.

- Engaged enterprise leaders across sustainability and technology markets to understand organizational challenges, validate emerging use cases, and develop pilot partnerships.
- Translated employer and market feedback into recommendations for product positioning, partnership strategy, and go-to-market development.
- Built CRM, outreach, and engagement systems supporting coordinated enterprise relationship development.

Sales & Program Lead | CREi Summit — *Atlanta, GA / Remote | 07/2022 - 09/2023*

Led sponsorship growth and partner execution for a commercial real-estate innovation community and executive event.

- Doubled sponsorship revenue year over year through new-business development and expansion of existing partnerships.
- Managed sponsor proposals, contracts, placement, fulfillment, and executive-level relationship coordination.
- Used CRM, analytics, and reporting to track pipeline, forecast performance, and optimize sales activity.

Consultant, Event Operations & CRM | Rebound Plastic Exchange — *Abu Dhabi, UAE / North America | 08/2022 - 11/2022*

Supported business development, event partnerships, stakeholder engagement, and sales operations during rapid expansion of a sustainability marketplace.

- Planned and managed exhibits, sponsorships, educational sessions, and industry engagement across North American events.
- Designed and implemented Salesforce CRM infrastructure to centralize prospect, attendee, and partner engagement data.
- Developed SOPs and training materials to standardize workflows and improve team adoption.

Business Development Manager | CrowdComfort — *Boulder, CO | 10/2020 - 09/2021*

Built a new business vertical focused on large-scale facilities, operations partners, and enterprise customer environments.

- Developed new partner relationships and worked cross-functionally with operations, sales, and executive leadership to align client needs with service delivery.
- Supported growth strategy, customer experience, and partner development across complex enterprise environments.

Owner / Director, Sales & Partnership Programs | Access Marketing & Events — *Boulder, CO | 09/1998 - 10/2020*

Built and led an association sales, sponsorship, exhibit and partnership business serving professional communities and corporate partners across North America, EMEA and the APAC regions.

- Developed and scaled CoreNet Global's corporate partnership ecosystem, cultivating relationships across commercial real estate, workplace, technology, facilities, economic development, and related sectors.
- Served as a senior relationship leader connecting corporate partners, association executives, industry stakeholders, and internal teams around shared priorities and opportunities.
- Designed partnership and engagement strategies that translated corporate objectives and industry needs into programs, events, content, and long-term organizational relationships.
- Led cross-functional sales, partnership, marketing, programming, and operations teams through complex national and global initiatives.
- Built scalable CRM, account-management, partnership, and engagement processes supporting sustained organizational growth.

EARLY PROFESSIONAL EXPERIENCE

AE | Get Bud Get Music & Hard Rock Café's New Music Program | International Strategic Marketing - ISM — *Longmont, CO | 09/1996 - 09/1998*

Head of Production/Sales/A&R - The Samples & The Radiators | WAR? What Are Records? — *Boulder, CO | 05/1994 - 09/1996*

Commercial Real Estate Broker | Helmsley Spear & Julian J Studley — *New York, NY | 07/1989 - 05/1993*

Intern | Oregon Downtown Development Authority — *Portland, OR | 06/1988 – 09/1988*

LEADERSHIP, ASSOCIATIONS & COMMUNITY

Member - **CoreNet Global**	1998 - 2025
Volunteer | Eco-Leader - **Eco-Cycle**, Boulder, CO	2022 - 2026
Member - **American Homebrewers Association**	2015 - 2026
Co-Chair, **Foothill Elementary** Bike Bonanza - BVSD	2018 - 2024
Member - **Naturally Colorado**	2019 - 2026

TECHNOLOGY

Salesforce | HubSpot | Apollo.io | ZoomInfo | LinkedIn | Microsoft 365 | Google Workspace | Slack | Zoom | Data Analysis, Reporting & Dashboarding

EDUCATION

Bachelor of Arts (BA), Urban Studies | College of Wooster, Wooster, Ohio