

Jonathan Wilson

STRATEGIC GROWTH LEADER

CONTACT

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SUMMARY

Strategic growth leader with 12+ years of experience driving profitability, team performance, and market expansion across wellness, media, and technology sectors. Proven success in launching new markets, leading cross-functional teams, and building scalable systems for sustained revenue growth. Passionate about developing people, strengthening culture, and delivering exceptional experiences that improve lives and communities.

SKILLS

Sales Strategy
Team Leadership
New Business Development
Data-Driven Decisions
Full-Funnel Marketing
Pipeline Transformation
AI & Automation

EXPERIENCE

Director, Head of Growth
XDS | Philadelphia, PA | 12/24 – Present

- Lead company-wide growth operations, aligning sales and marketing toward unified revenue and operational goals.
- Built scalable systems and processes for expansion into new verticals, managing, forecasting, staffing, and performance tracking.
- Partnered with Leadership to plan new market entries, combining strategic growth with disciplined sales operations.
- Launched new SaaS product line and implemented scalable G2M systems that reduced client acquisition costs by 41%.

EDUCATION

Business Communications
Marketing Minor

Culver-Stockton College
Canton, MO
08/10 – 05/12

Director, Sales and Marketing

MALKA / MoneyLion | Jersey City, NJ | 06/23 – 12/24

- Oversaw revenue performance for a portfolio exceeding \$10M annual value across fintech, sports, and wellness markets.
- Built and managed a full sales pipeline; from G2M strategy and lead origination through nurturing and final negotiations.
- Exceeded \$3.2M quota through strategic marketplace partnerships, including high-volume branded content and creative activations.

Director, Business Development

Elmntl | New York, NY | 03/19 – 06/23

- Developed and spearheaded expansion strategies of industry footprint through vertical diversification, unlocking new revenue from the healthcare and lifestyle sectors.
- Increases agency revenue by 23% YoY, generating over \$13M of total new business revenue; surpassing \$1.5M yearly sales quota.
- Led pursuit and proposal development for high-stakes RFPs; closed deals with globally recognized brands.
- Strengthened client retention with on-site visits, executive check-ins, and performance-based growth strategies.
- Promoted within five months to oversee and lead agency growth initiatives.

Founder, Sales and Marketing

Big Pixel | Minneapolis, MN | 02/14 – 04/19

- Grew agency to profitability with 116% YoY revenue growth, drove over \$33M in client value before successfully exiting through VC acquisition.
- Acquired and retained clients in sports and entertainment, healthcare, fintech and CPG through hyper-personalized outbound prospecting.
- Led all facets of growth strategy, including brand development, pricing models, client services, and marketing operations.

C O N T R A C T W O R K

Independent Sales / Growth Consultant (Contract Work)

PRPL | Orlando, FL | 06/25 – Present

- Implemented new sales operations and KPI frameworks to drive a full pipeline transformation and improve forecasting accuracy across multiple teams.

Studio City / PXL | Los Angeles, CA | 04/23 – 03/24

- Served as a contract sales leader representing the studio at industry conferences and networking events, expanding visibility within the 3D/VFX space and developing new strategic partnerships.

Anomaly | London | 07/21 – 09/22

- Led sales operations improvement initiative, optimizing process efficiency and leveraging existing relationships to identify and execute cross-sell opportunities across business units.