

# Jonathan Wilson

STRATEGIC GROWTH LEADER

## CONTACT

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JonathanJosephWilson

## SKILLS

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

## EDUCATION

Business Communications  
Marketing Minor  
  
Culver-Stockton College  
Canton, MO  
08/10 – 05/12

## 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.

## 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%.

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.