



# Peter B. Petras

Senior Sales Executive/Leader



978-265-0175



ppetras23@gmail.com



Boston, MA

## SKILLS

Due Diligence  
Quota Driven  
Affinity/Co-Brand  
Partnerships  
Digital Marketing  
Logistics  
Risk Assessment  
Salesforce  
Lead Gen  
FinTech

## EDUCATION

BACHELOR OF SCIENCE  
Isenberg School of Business  
Management  
University of Massachusetts,  
Amherst

## TECHNICAL SKILLS

Microsoft Office Suite  
Social Media Marketing  
SEO/AdWords  
Direct Mail Marketing

## PROFESSIONAL PROFILE

A seasoned, ambitious business development executive with more than 20 years of success developing and directing strategic enterprise sales initiatives in dynamic environments. An intuitive leader with acute business acumen and expertise in channel development, market penetration in both B2B and B2C environments. Excel at delivering against growth objectives and revenue targets.

## EXPERIENCE

Bacchus Consulting| Boston, MA | 2018-Present

### Director

- Boutique consultancy specializing in the Alcoholic Beverage Industry, focused on go to market strategies, enhancing subscriber engagement, revenues & membership in the Retail, Publishing, Financial Services & Ecommerce verticals
- Established expertise with: Shopify and Sovos ShipCompliant installs
- Clients include: Vinesse Wine, Latitude Beverage Co, 90+ Cellars, Inception Wine Company, Neiman Marcus,

Drinks.com | Beverly Hills, CA | 2014-2018

### VP, Business Development & Partnerships

- Oversaw sales operations of a top five D2C ecommerce driven, wine retailer that will generate more than \$75MM in gross revenues for 2018.
- Secured major ecommerce/marketing partners including Amazon, Evite, Rewards Network, Boxed.com, Martha Stewart, Zulily and American Express on the Drinks Platform-as-a-Service option.
- Investigated, structured and signed company's first Gift Card Program with Blackhawk Network, projected to deliver on approximately \$2MM in new net revenue in 2017.
- Drove projected \$30MM for 2017 in new revenue for partnership deals signed in 2015 and 2016.
- Spearheaded and certified first ever company CRM software, Salesforce.

LIFELOCK CORPORATION | TEMPE, AZ | 2011-2014

### Director, Business Development (EAST)

- Coordinated and drove SAAS sales efforts on the East Coast for Tempe, AZ-based leader in proactive, consumer-based, identity theft solutions.
- Targeted affinity groups and major corporations to drive product integration with new Enterprise Level product offering.
- Directed team consisting of three National Sales Executives and two internal sales administrators.
- Prospected, cultivated and signed six Tier 1 and Tier 2 Affinity partners, generated over \$600K within the first 12 months.
- Achieved 120% of account plan during a 12-month period, delivered \$2.1M in new revenue.
- Vetted and closed company's only Tier 1 banking partner, displaced the incumbent



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Consulting:

- Gerhson Lehman
- Alpha Sight
- Direct Energy
- Vinesse Wine
- Latitude Beverage

## EXTRA

### AWARD

Platinum Club  
2001-2004, 2010

### AWARD

Humanitarian Award  
2012

## VOLUNTEER EXPERIENCE

- The Dwelling Place, Volunteer
- St. Jude's Ranch, Volunteer
- Lowell Homeless Shelter

## EXPERIENCE continued

KESSLER FINANCIAL SERVICES | BOSTON, MA | 2009 to 2011

### Vice President, Partnerships

- Championed engagement of top-tier card issuing banks and credit unions to facilitate movement of the under-performing co-brand and Affinity credit union card portfolios.
- Served as the exclusive ISO for the Hartford Insurance Group to drive Affinity business development.
- Charted clear, concise market evaluations to drive over \$600K in premiums for the Hartford Insurance Co. in 2011.
- Moved \$270M Gander Mountain co-brand retail card portfolio from underperforming bank to new Tier 1 card issuer.
- Executed six sales of top-tier Affinity group programs within first 24 months to generate \$4MM in premium.
- Achieved Platinum Club Award in both 2010.

LENDING CLUB | SAN FRANCISCO, CA | 2006 to 2009

### Director, Sales & Business Development

- Delivered key business development structure and strategy for a bootstrapped P2P lending platform that ultimately led to a highly successful IPO and now leader in the P2P Lending and Wealth Management vertical.
- Served as employee #7, wore numerous hats.
- Devised and deployed various company sales and business development plans.
- Headed go-to-market Affinity and channel distribution strategy.
- Secured major marketing partners to help investment of a \$10M Series A financing from two Tier 1 VCs, Canaan/NVP.
- Generated over 35% of Lending Club's loan volume through management of multiple accounts, through sales, marketing and business development tasks.
- Negotiated largest loan generation partner, pre-launch. Closed six distribution deals in less than 12 months.

KESSLER FINANCIAL SERVICES | BOSTON, MA | 2000 to 2006

### First Vice President, Sales, Co-Brand Affinity Card Division/ MBNA