

Joey Billet

Principal Consultant

Parkland, FL | [LinkedIn](#)

Strategic partnerships and business development professional with 8+ years originating, negotiating, and scaling corporate partnerships and revenue-share agreements.

EXPERIENCE

Principal Consultant Jan 2025 — Present

ATB Capital

Guide clients on capital structuring and build relationships contributing to \$35M+ in aggregate value. Built a client base of 20+ through direct outreach and referrals, serving as embedded strategic advisor. Advise UHNW clients on private deals alongside their tax and estate planners. Work with venture funds including CitizenX and House of Ventures on structuring strategic partnerships to expand deal flow.

Sales & Partnerships Manager Jan 2022 — Dec 2024

JJ TIX LLC

Led direct partnership relationships with 60+ sports teams and organizations, negotiating agreements to purchase ticket inventory. Scaled the business from 1,000 to 30,000+ tickets sold annually and \$15M+ in revenue. Structured and led a \$5M profit-sharing partnership with two other ticket sellers to pool buying power and share risk. Built and managed in-house sales pipeline using HubSpot and Pipedrive, leading a team of 5.

Head of Product Jan 2020 — Dec 2022

Empire Capital Holdings

Promoted from Senior Analyst to Head of Product for ThinkEmpire, the firm's proprietary deal-sourcing platform, overseeing the technology team and product timelines. Built wireframes and design, growing ThinkEmpire from an internal tool into a product with external customers. Onboarded initial customers and expanded the firm's network of broker and originator partnerships through cross-functional work with underwriting.

Founder & CEO Jan 2018 — Dec 2020

Iconicar

Sourced, pitched, and negotiated a partnership agreement with a 3,000+ vehicle rideshare mega-fleet covering Uber, Lyft, and others to launch an in-vehicle advertising network. Facilitated brand and corporate marketing partnerships with Disney and L'Oréal. Raised capital and closed a funding round at \$10M post-money valuation.

EDUCATION

Queens College

Bachelor of Arts in Accounting

Graduated with Business Honors, GPA: 3.7/4.0

SKILLS

Strategic Brand & Corporate Partnerships · Deal Structuring · Negotiation · Business Development · Deal Origination · Relationship Management · CRM Management · Pipeline Management · Market Expansion · Growth Strategy · Capital Allocation · Venture Capital · Sports Partnerships · Ticket Sales · In-Vehicle Advertising · Product Management · Fundraising