

Nick Walker

Director of Partnerships

Chicago, IL, United States | [LinkedIn](#)

Strategic partnerships and BD executive with 16 years of commercial ownership across enterprise data, identity, and institutional markets. Builds partnership functions from scratch and scales enterprise deals in data, finance, and consumer sectors.

EXPERIENCE

Head of Strategic Partnerships & Business Development

Mar 2024 — Present

GolfN

Chicago, Illinois, United States

Built GolfN's partner ecosystem, Rewards Marketplace, creator/affiliate program, and commercial infrastructure from scratch as the company's first partnerships and commercial lead. Generated over \$375K in partner-attributed value in under a year, including \$237K+ in the last four months, working with a multi-category brand portfolio spanning golf equipment manufacturers, venues, and service providers for an app serving 100,000+ verified golfers.

Founder & Principal — Golf & Sports Technology Advisory

Apr 2022 — Present

NW Golf LLC

Chicago, Illinois, United States

Advisory practice focused on strategic partnerships, go-to-market strategy, and commercial growth for companies in golf, sports technology, and adjacent verticals. Build partnership infrastructure, marketplace operations, and loyalty programs for founders and operators scaling their first commercial functions.

Identified the opportunity to revive Warren Valley Golf Course, a historic Detroit-area municipal course, and recruited the managing director now leading its turnaround.

VP, Partnerships

Mar 2022 — Aug 2023

Links Golf Club (formerly LinksDAO)

Chicago, Illinois, United States

Built the partnership function from the ground up and closed 60+ brand, venue, and platform partnerships in 18 months with major players including Callaway Golf, Topgolf, Bridgestone, and Cobra/PUMA. Created a 1,300+ course and venue access network and launched an online pro shop and marketplace generating six-figure revenue.

Director, Data Sales — Identity Resolution, Audience Data & Data Enrichment

Jan 2021 — Jan 2022

ShareThis

Chicago, Illinois, United States

Led brand-direct and enterprise Data-as-a-Service sales across audience data, first-party enrichment, identity resolution, and cross-device matching to agencies, DSPs, DMPs, and Fortune 500 brands. Managed marketplace and platform distribution partnerships with Snowflake, LiveRamp, and clean-room providers. Closed a \$360K annual partnership with a major CPG brand.

Enterprise Sales Director

Jan 2018 — May 2021

Numerator

Greater Chicago Area

Covered key accounts including Kellogg's, Cargill, and Barilla, selling consumer-purchase analytics, advertising and promotional intelligence, digital-shelf and e-commerce pricing intelligence, and audience targeting into buying committees spanning Insights, Marketing, Procurement, and Legal.

Senior Account Executive

Oct 2016 — Nov 2017

Rocketrip

Greater New York City Area

Early sales hire who closed two of the company's largest enterprise contracts at the time: Kellogg's at \$265K TCV and Worldwide Clinical Trials at \$275K TCV. Sold across Finance and HR functions and structured outcome-based agreements.

Sales Executive

Mar 2016 — Sep 2016

Impraise

Greater New York City Area

First full-time U.S. hire who built the initial sales pipeline and playbook through cold outreach, events, product demonstrations, and collaboration with the product team.

Account Manager, Electronic Trading; Sales Representative; Equity Specialist

Jun 2010 — Mar 2016

Bloomberg LP

New York City Metropolitan Area

Progressed from Equity Specialist to Sales Representative to electronic-trading EMSX Account Manager, selling and expanding market data, analytics, equity-derivatives, API-integration, and execution-management workflows for banks, hedge funds, asset managers, broker-dealers, and other institutional buyers. Institutional coverage included DRW, Jump, PEAK6, CTC, Infinium, Ronin Capital, Chopper Trading, Spot Trading, and IMC. Achieved 133% of quota in 2012, 143% in 2013, 250% in Q1 2014, and 135% in 2015; recognized twice as quarterly MVP.

EDUCATION

Michigan State University

Jan 2006 — Jan 2010

Bachelor of Arts in Finance

Activities and societies: Alpha Tau Omega Fraternity

MSU Finance Association

SKILLS

FIX Connectivity · Transaction Cost Analysis · Customer Retention · SAAS Renewals · Alternative Data · Enterprise Sales · Consumer Insights · Consumer Packaged Goods (CPG) · Financial Services · Community Led Growth · Merchandising · Identity Resolution · Data as a Service (DaaS) · Data Enrichment · First Party Data · Strategic Consulting · Advisory · Customer Loyalty · Commercial Strategy · AI Strategy · Business Development · Solana · Web3 · Golf Industry · Brand Partnerships · Deal Structuring · Go-to-Market Strategy · Stablecoins · Cryptocurrency · Shopify · E-Commerce · Influencer Marketing · Affiliate Marketing · Loyalty Programs · Channel Partnerships · Contract Negotiation · Non-Fungible Tokens (NFTs) · Marketplace Development · Strategic Partnerships · Partnerships · Bloomberg Terminal · Proprietary Trading · High Frequency Trading · Derivatives Trading · Credit Derivatives · Equity Derivatives · Options · Hedge Funds · Electronic Trading Systems · Data partnerships · Institutional selling · Pricing strategy · Renewals management · Zero-to-one function build · Platform partnerships · Snowflake · LiveRamp · AWS Data Exchange · Multi-stakeholder negotiation · Alliance building · Trading