

LEVI NORWOOD

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EXECUTIVE PROFILE

Strategic partnerships and business development leader with 10+ years building and growing client portfolios across higher education, nonprofit, and professional organizations. Built an \$8M partnership program with a 100% renewal rate, closing deals with national associations, regional member networks, and institutional clients. Owns budgets, leads cross-functional teams, and serves as the face of the organization with senior client stakeholders. Former NFL athlete known for a competitive, team-first approach.

CORE COMPETENCIES

Strategic Partnerships & Revenue Growth | Business Development & New Market Expansion | Association & Institutional Relations | Contract Negotiation & Budget Ownership | Cross-Functional Team Leadership | Media & Event Execution | Executive Stakeholder Management | Performance Tracking & Reporting | AI Fluency

PROFESSIONAL EXPERIENCE

Influxer Inc | Director of Strategic Partnerships & New Markets

Oct 2023 – Aug 2026

B2B2C E-Commerce Platform, Licensed Merchandise

Remote

Promoted 3x, from Senior Account Manager to Director, in under three years

- Built a national partnership program into an \$8M+ portfolio of 200+ institutional clients, ranging from large national universities to community colleges, owning the budget and every relationship while sustaining a 100% renewal rate.
- Managed a team of six, including three direct reports, and trained 100+ client-side representatives to drive local execution.
- Led cross-functional teams across product, operations, and marketing to design and deliver partnership go-to-market strategy and case studies that created shared value for clients and the company, driving an 86% increase in revenue.
- Managed operational execution of a national media strategy for a 12-event live broadcast series airing on ESPN and CBS Sports, coordinating vendor relationships and cross-team deliverables; generated 1.9M+ viewers and 6.8M+ impressions.
- Won and closed partnerships with national associations and regional member networks, activating 50+ new client accounts; opened new markets through trade shows and on-site events and launched a new K-12 vertical.

Uplifting Athletes | Chapter Success Manager

Nov 2019 – Oct 2023

National Nonprofit, Rare Disease Research & Fundraising

Remote

- Built and maintained relationships with 120+ chapter leaders at universities nationwide, owning the program budget and running peer-to-peer and crowdfunding campaigns that raised more than \$400,000 for rare disease research.
- Built partnerships with national organizations, universities, and professional organizations to coordinate community events for people and families impacted by rare disease.
- Sourced and closed performance-based fundraising partnerships at high-profile national events through direct outreach to public figures, organizations, and their agencies, raising over \$600,000.

Baylor University | Assistant Director of Regional Alumni Engagement

Apr 2019 – Sep 2019

University Advancement

Waco, TX

- Led operations and logistics for alumni events across alumni hub cities nationwide as part of a \$1.1B capital campaign, managing volunteer and donor engagement across an assigned territory.

University of New Mexico / Baylor University | Academic Advisor

Jan 2017 – Jan 2019

Student Academic Support

Albuquerque, NM / Waco, TX

- Designed program operations for a student leadership academy at UNM and used Excel-based tracking to monitor student academic progress, helping the program post its best term GPA on record.
- Organized community reading programs pairing university students with local elementary schools to strengthen ties between the university and the community.

National Football League | Professional Athlete

May 2015 – Jan 2017

Chicago Bears / Pittsburgh Steelers

Chicago, IL / Pittsburgh, PA

- Performed in a high-accountability, results-driven team environment at the top level of the profession; participated in community engagement initiatives with local youth programs.

TOOLS & TECHNOLOGY

Adobe Creative Cloud, Airtable, Canva, ChatGPT, Claude, Excel, GoFundMe, Google Workspace, HubSpot, Lovable, Metabase, Monday.com, PowerPoint, Shopify, Slack

EDUCATION

M.Ed., Sports Management, Baylor University (2018) | B.A., Journalism, PR & New Media, Baylor University (2014)

Two-Sport NCAA Division I Student-Athlete; Founder & President, Baylor Chapter of Uplifting Athletes (nonprofit)