

Yulia Zimmermann

Startup Operator | Strategic Initiatives | Chief of Staff | AI Strategy & Operations

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Summary

Startup operator with experience supporting founders and leadership teams across AI, enterprise software, defense technology, and nonprofit organizations. Experienced leading strategic initiatives, driving cross-functional execution, and building alignment across product, partnerships, marketing, operations, and executive leadership. Known for creating structure from ambiguity, aligning stakeholders around strategic priorities, and turning complex ideas into executable plans.

Expertise

Strategic Partnerships • Alliance Management • Partner Ecosystems • GTM Strategy • Business Development • Cross-functional Leadership • Ecosystem Development • Market Expansion

Work Experience

Head of Growth and Strategic Partnerships Lead

[Neolens AI](#) / Feb 2026 – present

- Led strategic, cross-functional initiatives across product positioning, partnerships, repeatable GTM frameworks, and ecosystem development
- Conducted discovery with Ukrainian defense manufacturers to refine AI use cases and strengthen product-market fit for
- Worked directly with founders to refine product-market fit and expand market positioning for AI Adoption
- Led strategic end-to-end website and executive messaging transformation, directing cross-functional stakeholders and design efforts to support the company's evolving AI sustainment narrative
- Coordinated AI pilot programs with defense stakeholders, translating operational requirements into product requirements, KPIs, and deployment scenarios.
- Developed executive briefing materials, presentations, roadmaps and business cases for AI adoption

Director of Partner Channel

[CloudFrame](#) / Oct 2022 – Feb 2026

- Expanded Partner Channel: enhanced and scaled overall partner ecosystem, GTM plans, driving revenue goals via partner-sourced pipeline
- Established repeatable operating practices for partner onboarding, enablement, ops, performance
- Negotiated and executed partner agreements, collaborating with the COO
- Led Microsoft partnership expansion and co-sell activities through Microsoft Marketplace.
- Produced executive presentations, strategic partner assets, and GTM assets supporting product launches and executive engagement.
- Collaborated cross-functionally with Sales, Product, Marketing, and executive leadership to build and scale partner programs and partner-sourced pipeline
- Drove partner sourced-revenue through joint GTM initiatives and project pitches, RFP responses

Head of Marketing and Strategic Partnerships

[Nova Ukraine](#) / Feb 2022 – Sep 2022

- Led marketing and communications during hypergrowth, supporting expansion from ~\$350K to \$40M+ in donations and a 10x increase in active volunteers while establishing strategic partnerships and scaling stakeholder communications.

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- Developed and launched the first partner and donor-facing weekly newsletter growing email database from 2,000+ to 60,000+ in 6 months
- Executed partnerships with UNICEF USA and AirBnB.org, coordinating activities from initial engagement to GTM strategy
- Represented Nova Ukraine at corporate panel discussions for Microsoft, Adobe, Netflix to spread awareness; Gave in interviews for media communications

Sr. Director, Sales and Channel Marketing

[Qardio](#) / Jan 2019 – Mar 2022

- Owned and managed Qardio's largest revenue channel: Amazon, \$8 Million+ P&L across 5 geos
- Developed annual, quarterly, and monthly forecast for all consumer channels
- Created and executed full-funnel Amazon Ad strategy (Search and DSP). Managed \$500,000 in ads budget overseeing 8 active Amazon marketplaces
- Launched RiteAid.com and Lenovo.com in the U.S

Director of Global E-Commerce Sales

[Petcube](#) / Jan 2017 – Dec 2018

- Launched new hardware products to online marketplaces in the U.S., UK, EU, and Canada that drove sales accounting for 65% of the total revenue for 2018, resulting in 200% YOY growth
- Executed GTM strategy and marketplace expansion across Amazon, Walmart, Chewy, and Macy's, reaching more than 10M consumers.
- Managed a team of 7 executing promo campaigns (SEO, online and retail channel visual assets, email, in-app communications, social media content, and ads)
- Led the Petcube Rescue Program that promoted brand awareness and pet adoption
- Organized Petcube presence at CES for multiple years, leading logistics, travel, creative assets, and more

Education

Product Management Course, Product School, San Francisco / Fall 2017

Visual Design Course, City College of San Francisco, CA / 2011 – 2013

Management of International Affairs, Masters with Honors, Odesa National University, Ukraine / 2002 – 2007

Mentorship

Co-founder, CMO, and Mentor, film and creative media studio [Right Time Studios](#)

Startup accelerator residency for The [UCU Center for Entrepreneurship Accelerator](#) (Lviv, Ukraine) product marketing/branding modules.

Languages

English, Ukrainian, Spanish (novice)

AI & Other Productivity and Data Tools

ChatGPT, Gemini, Claude, Lovable, Notion, Slack, PostHog, MixPanel, Google Analytics, Salesforce, Jira