ERMAN ERGUN

Partnerships & Channel Leader — Technology Alliances · Channel Programs · Partner Marketing

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SUMMARY

Partnerships leader with 8 years at Jotform, a bootstrapped SaaS platform with 40M+ users and ~1,000 employees. Built Jotform's affiliate, agency, and reseller programs from scratch into a network of 9,500+ partners. Now leads technology, integration, and marketing partnerships from San Francisco, connecting integration launches with joint go-to-market across partners including Stripe, Mailchimp, HighLevel, and HubSpot, and created Jotform's partner podcast, launched with OpenAI. Earlier led sales enablement and growth marketing. Bilingual English/Turkish; MBA (San Diego State University, High Honors); B.S., Electrical & Electronics Engineering (Bilkent University).

CAREER HIGHLIGHTS

- Built three partner programs from zero — 6,400+ affiliates, 2,250+ agencies, and 850+ resellers.
- Launched the Agency Partner Program in 2025 and grew it to 2,250+ agencies in under two years.
- Initiated native integrations with HighLevel and Canvas by Instructure and turned partner launches, including Intuit Mailchimp and Stripe/Klarna, into joint GTM programs.
- Created and host *Good Neighbors*, Jotform's partner podcast, launched with OpenAI as the inaugural guest.

CORE COMPETENCIES

Technology Alliances · Integration Partnerships · Channel & Reseller Programs · Affiliate & Agency Programs · Partner Marketing & Joint GTM · Partner Enablement · Sales Enablement · Growth Marketing · Revenue Operations & HubSpot · Executive Relationship Management · Cross-functional Leadership · Public Speaking

PROFESSIONAL EXPERIENCE

Jotform — Aug 2018 – Present

Director of Channel & Marketing Partnerships | San Francisco, CA *Jul 2026 – Present*

- Lead channel, integration, and marketing partnerships across 20+ technology companies, from established partners such as Stripe, Mailchimp, HighLevel, and HubSpot to early-stage discussions; coordinate partners with product, platform, payments, marketing, and production teams.
- Initiated the native HighLevel and Canvas by Instructure integrations with engineering and marketing, and co-hosted two Intuit Mailchimp integration webinars, connecting launches to customer stories, newsletters, and partner campaigns.
- Contributed to the Stripe/Klarna buy-now-pay-later launch with Payments and Marketing, driving incremental BNPL adoption and earning partner marketing funds.
- Created and host *Good Neighbors*, an in-person partner podcast recorded at Jotform's SF office; launched with OpenAI as the inaugural guest, with further episodes recorded with Mollie and GTM leader Marlene Ronstedt.
- Advance executive relationships at UNBOUND (HubSpot's VP of Partnerships; partnership leads at Webflow, Canva, and DocuSign) and Carahsoft's Dreamforce Public Sector Reception; helped coordinate a government workflow webinar with Carahsoft; organized the Level Access accessibility content initiative with two VPs, owning content plan, shoot schedule, and creative direction.

Head of Channel Strategy | Ankara, Turkey *Jan 2025 – Jul 2026*

- Launched the Agency Partner Program from zero and grew it to 2,250+ agency partners.
- Grew partner application volume 3x+ year-over-year across reseller and agency tracks.
- Built the channel team, adding dedicated U.S.-based Channel Managers for partner onboarding and co-selling alongside sales.

Head of Sales Enablement | Ankara, Turkey *Jan 2024 – Jan 2025*

- Took over a declining pipeline conversion rate and turned it around by rebuilding sales enablement: playbooks, battlecards, coaching frameworks, and HubSpot automation adopted across global sales and partner teams.
- Led 3 cross-functional teams (9 people) across campaigns, partner content, sales training, and HubSpot automation.

Channel Marketing Manager, Team Lead | Ankara, Turkey *Dec 2021 – Jan 2024*

- Built the Channel Partner (reseller) Program from scratch: championed it internally, then designed partner tiers, legal agreements, onboarding workflows, enablement content, and performance tracking. It has since grown to 850+ resellers.
- Expanded the reseller network across regions through co-marketing campaigns and outbound recruitment, growing pipeline quarter over quarter.
- Launched partner content programs: a partner interview series on the Jotform blog, affiliate training webinars, and integration podcast appearances.

Marketing Operations Specialist & Amplification Team Lead | Ankara, Turkey *Aug 2018 – Dec 2021*

- Built the affiliate program from zero into one of Jotform's largest recurring acquisition channels; it now counts 6,400+ affiliates.
- Led SEO strategy that ranked key posts #1 on Google, generating millions of clicks; personally wrote and optimized 40+ posts.
- Ran newsletter distribution to millions of subscribers and supported new-product launch campaigns across SEM, paid social, and Product Hunt.

Earlier Experience: Marketing Specialist, GEPermit (San Diego, 2018) — SEO, social media, and affiliate program development. Project Manager, iCatch Marketing LLC (San Diego, 2017–2018) — market research and GTM planning for a digital platform launch, presented to angel investors.

SPEAKING & MEDIA

- **Host,** *Good Neighbors*, Jotform's partner podcast — inaugural episode with OpenAI (2026)
- **Featured guest,** HighLevel Spotlight Sessions podcast (2026)
- **Co-host,** Jotform + Intuit Mailchimp integration webinars (2026)
- **Earlier:** guest on the Evolve Pipedrive Podcast and Jotform's Momentum podcast; partner interview series on the Jotform blog

EDUCATION

MBA, Marketing — San Diego State University, San Diego, CA | 2015 – 2017 | Graduated with High Honors

B.S., Electrical & Electronics Engineering — Bilkent University, Ankara, Turkey | 2011 – 2015

ADDITIONAL

Languages: English (Bilingual), Turkish (Native), German (Working)
Conferences: UNBOUND/INBOUND (HubSpot), Dreamforce (Salesforce), Channel Partners Conference & Expo
Tools: HubSpot (Expert), Salesforce, Google Analytics (Expert), Ahrefs (Expert), Google Ads, Meta & X Ads, WordPress, Jotform
Certifications: HubSpot Inbound, HubSpot Inbound Sales, HubSpot Sales Enablement, HubSpot Sales Software, SEO: Link Building in Depth, Email Marketing: Drip Campaigns