

Jennifer Maloy

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SUMMARY

Sales and revenue leader with 20+ years of progressive experience building, scaling, and leading high-performing B2B SaaS teams. Career spans early-stage growth through \$50M+ ARR organizations, with a track record of building revenue engines from the ground up, developing strong teams, and stepping into challenging environments to accelerate growth. Hands-on leader equally comfortable setting strategy, coaching teams, working complex deals, and building the infrastructure required to scale.

EXPERIENCE

Senior Vice President of Revenue and Partnerships, StudentBridge October 2025 – August 2026

- Brought in to reset revenue performance and rebuild the commercial foundation during a period of significant business transition. Operated as a highly hands-on executive across Sales, Customer Success, Partnerships, hiring, forecasting, board reporting, and strategic RFPs, while rebuilding the team and driving immediate revenue activity.
- Rebuilt the Sales Engine: Took over a new-business function with limited active pipeline and immediately established a high-activity sales motion centered on live prospect conversations, phone-heavy outreach, personalized email and LinkedIn engagement, disciplined follow-up, and face-to-face selling. Grew pipeline to 2x goal and increased wins quarter over quarter.
- Dramatically Compressed Time to Revenue: Closed new business within 120 days in a higher education market where the typical sales cycle was 8–12 months, while simultaneously rebuilding pipeline for longer-term growth.
- Rebuilt the Team: Recruited and hired key Sales, Customer Success, and growth talent while establishing stronger expectations around activity, accountability, prospect engagement, pipeline creation, and customer relationships.
- Strengthened Retention: Implemented customer health tracking, renewal and account management playbooks, earlier risk identification, and more proactive customer engagement to protect recurring revenue and create expansion opportunities.
- Led High-Stakes RFPs & Enterprise Opportunities: Personally managed multiple complex RFP responses and strategic opportunities, coordinating pricing, product, technical, security, implementation, and executive inputs while continuing to lead day-to-day revenue operations.
- Created Executive-Level Revenue Visibility: Rebuilt forecasting, pipeline reporting, CRM discipline, conversion tracking, and churn visibility while managing extensive board and executive reporting requirements.
- Maximized a Lean Operating Model with AI: Used AI extensively across research, account planning, reporting, analysis, RFP development, sales enablement, and administrative workflows to increase output and maintain execution across an unusually broad executive scope.
- StudentBridge is an enrollment and engagement SaaS company serving colleges and universities through personalized digital experiences and video content.

Vice President of Sales, Arly (by BellXcel) January 2020 – July 2025

- Built the revenue organization that helped transform BellXcel from a \$1.5M services and content-based business into Arly, a \$6.5M scalable SaaS platform. Built the sales function from the ground up, growing the team from 2 to 13 direct reports before introducing Regional Directors and a tiered leadership structure to

support continued scale. Expanded annual reach from 10K to 200K+ students and fro

- Scaled Revenue from \$1.5M to \$6.5M: Helped lead the commercial transformation from a services-heavy model to SaaS, building the sales strategy, team, processes, and market approach required to drive rapid adoption of Arly's registration, payments, enrollment, data, and curriculum platform.
- Beat a Four-Year Growth Plan in Under Two: Surpassed the company's four-year revenue target in less than two years, including 281% year-over-year growth in year two.
- Delivered Breakout Growth: Drove 500%+ total revenue growth in 2024, including a 380% increase in new-business bookings, through new-market penetration, expansion, and disciplined sales execution.
- Built & Scaled the Sales Organization: Grew the team from 2 to 13 direct reports, then added leadership layers as the business scaled. Built the hiring profiles, onboarding, coaching, activity expectations, territory structure, and sales discipline needed to support continued growth.
- Built the Revenue Infrastructure: Introduced the sales technology, forecasting, pipeline management, reporting, enablement, and operating rhythms needed to move from an early-stage sales effort to a repeatable and measurable revenue organization.
- Expanded into New Markets: Developed sales motions across K-12, higher education, nonprofits, youth development, and recreation, helping Arly dramatically expand both its addressable market and national footprint.
- Scaled Strategic Partnerships: Strengthened and expanded key channel relationships, including Scholastic Education, creating broader market access, joint opportunities, and national reach.
- Arly transformed BellXcel's original services and content model into an enterprise SaaS platform that helps schools, districts, universities, nonprofits, and youth-serving organizations manage registration, enrollment, payments, curriculum, data, and program operations.

Head of Sales, Signal Vine (now Modern Campus)

February 2019 – December 2019

- Led higher education sales for an enterprise SaaS company, managing an eight-person sales team while remaining a hands-on individual contributor across strategic enterprise opportunities, complex RFPs, and key accounts.
- Led & Sold: Managed and coached 8 direct reports while personally prospecting, developing, and advancing strategic opportunities alongside the team.
- Expanded Higher Education Growth: Drove new-business development and market penetration across colleges, universities, and higher education systems in a highly competitive EdTech market.
- Won Complex Enterprise RFPs: Led team RFP strategy while personally managing and winning competitive opportunities, including the Colorado Community College System and University of Colorado Boulder.
- Strengthened Sales Positioning: Helped refine messaging, competitive positioning, and sales strategy around Signal Vine's patented text-based communication platform to differentiate the solution and improve sales effectiveness.
- Built Enterprise Relationships: Worked directly with institutional decision-makers and buying committees to navigate complex procurement processes and advance opportunities from discovery through contract.
- Signal Vine was an enterprise SaaS provider of text-based student engagement and patented Blended Messaging® technology. The company was acquired by Modern Campus in 2022.

Senior Director, Member Development (Sales), Parchment Inc.

May 2012 – January 2019

- Early member of the sales organization that helped scale Parchment from an emerging EdTech company into the market leader in digital credentialing. Earned six promotions over nearly seven years, progressing through increasingly senior sales and leadership roles while helping grow ARR from approximately \$2.5M to \$50M and annual transcript volume from 1M to 20M+.
- Helped Scale ARR from \$2.5M to \$50M: Contributed to Parchment's rapid expansion across higher

education, K–12, and statewide systems as the company established and grew the digital credentialing category.

- **Earned Six Promotions:** Advanced through six roles of increasing responsibility based on performance, ultimately joining the senior sales leadership team and helping shape strategy across an organization of 50+ sales professionals.
- **Built & Led High-Performing Teams:** Directly managed and developed teams of up to 10+ sales professionals at a time (direct reports across time zones), consistently driving performance, quota attainment, and market expansion while contributing to broader sales leadership initiatives.
- **Won Complex Enterprise & Statewide Deals:** Personally closed six-figure statewide initiatives and strategic enterprise opportunities, navigating long sales cycles, procurement requirements, RFPs, and complex multi-stakeholder buying committees.
- **Helped Build the Sales Machine:** Developed sales training, playbooks, campaigns, enablement programs, processes, and tools as the organization rapidly scaled, helping turn early-stage selling practices into a repeatable national sales operation.
- **Influenced Product & Market Strategy:** Brought direct customer and market feedback into product development, positioning, and go-to-market decisions while leading multiple product launches and new sales initiatives.
- **Scaled Market Adoption:** Helped grow annual transcript processing volume from approximately 1M to more than 20M, supporting Parchment's emergence as the category leader and creating the foundation for continued expansion.
- **Parchment grew from approximately \$2.5M to \$50M in ARR during my tenure and became the market leader in digital credentialing and transcript management. The company was later acquired by Instructure as part of a transaction valued at more than \$800M.**

Founder/Creator (Current-Lovable Project), RevUp Coach

Sr. Account Executive, Blackboard

Account Executive, Parature, Inc.

Account Executive, Trainer, GTM Product Manager, ProQuest

SKILLS

Revenue Strategy & Execution – Growth strategy, market expansion, territory design, forecasting, compensation, and revenue planning, Sales Organization Leadership – Team building, hiring, coaching, performance management, organizational design, and leadership development, Enterprise & Strategic Sales – Complex and transactional SaaS sales, C-suite engagement, RFPs, procurement, and multi-stakeholder deals, Pipeline & New Business Development – Prospecting strategy, pipeline creation, sales cycle acceleration, conversion, and new-market penetration, Customer Growth & Retention – Account management, renewals, expansion, customer health, and churn mitigation, Revenue Operations & Analytics – CRM optimization, forecasting, KPIs, pipeline management, reporting, and sales process design, Strategic Partnerships & Channels – Channel development, industry partnerships, market access, and partner-generated growth, AI-Enabled Revenue Operations – AI-powered research, prospecting, analysis, enablement, reporting, workflow automation, and productivity, Core Methodologies: Sandler Sales & Management (10+ years), Solution Selling (10+ years), Challenger Sale (5+ years), MEDDIC, SPIN Selling, GAP Selling, BANT, Prospecting & Discovery: Fanatical Prospecting, Insight Selling, CustomerCentric Selling, Messaging & Positioning: Corporate Visions, Challenger methodology, Sales Leadership: Team coaching, pipeline management, opportunity strategy, forecasting, deal reviews, performance management, and sales enablement, AI & AI Development: Advanced hands-on use of ChatGPT, Claude,

Gemini, Lovable, and other AI platforms for application development, research, automation, analysis, and revenue workflows., CRM & Revenue Technology: Salesforce, HubSpot, SalesLoft, Smartlead, Aligned, VidYard, Zoom, and other sales technologies, including implementation, configuration, reporting, and admin-level experience., Business & Analytics: Advanced Excel, PowerPoint, Google Sheets, Google Slides, and related productivity and reporting platforms., Technology Adoption: Extensive experience evaluating, implementing, and optimizing software and AI tools to improve sales productivity, visibility, and operational efficiency.

EDUCATION

Bachelor of Arts in Communications, California University of Pennsylvania (now PennWest)