

ELLEN RICKFORD

Business Development & Growth Strategy Consultant

Building commercial functions from scratch across technology, partnerships, sustainability and enterprise sales.



PROFILE

Business development and growth strategy consultant with **10 years' industry experience** in partnerships and enterprise sales at Google, Visa and GoCardless. Proven track record of building commercial functions from scratch, developing GTM strategy, managing strategic accounts, and defining value propositions that drive sales. Able to translate **impact-led propositions** into commercial opportunities, shape messaging, and build senior stakeholder relationships that convert into revenue.

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FREELANCE CONSULTANCY

Rewilding Britain — Corporate Partnerships Strategy Consultant (freelance)

March 2024 – January 2026 · London

- Defined and launched the corporate partnership model — creating the value proposition, identifying target sectors and buyer profiles, and developing materials needed to make a conservation proposition legible to a corporate audience.
- Built a scalable account management model including engagement cadences, value reporting, and retention processes to support sustainable revenue pipelines.
- Built and managed executive-level, multi-threaded relationships with stakeholders across Finance, Consultancy, and Commercial Real Estate.
- Drove inbound leads via published articles and social media campaigns.

Public World

2026 – Present · London

- Improving commercial positioning to support increased sales of a subscription product.
- Contributing strategic thinking on messaging, proposition clarity, and commercial approach to strengthen market fit, feed market intelligence back into the business, and support revenue growth.

AimHi

2026 – Present · London

- Designing revenue accelerators to help meet year-end financial goals.

Green TV Media

- Business development support for sustainable sector industry events.

INDUSTRY ROLES

what3words — Business Development Lead (contract)

January 2026 – June 2026 · London

- Built the commercial function for a new product line targeting the nature and land management sector, including partner identification, pipeline development, and account management playbooks.
- Coordinated partner launches across product, engineering, and data teams — managing timelines, resolving blockers, and tracking progress against milestones.
- Translated partner and client feedback into product insights to inform GTM strategy, positioning, and roadmap.

AT A GLANCE

EXPERIENCE

10 years across tech, partnerships & enterprise sales

SECTORS

Fintech · Nature & sustainability · SaaS
· Enterprise tech

CORE STRENGTH

Building commercial functions from zero to scale

TRACK RECORD

Consistently exceeded revenue & retention targets

HIGHLIGHTS

- Built partnership model from scratch at Rewilding Britain
- Managed \$25M territory across 1,000 accounts at Google
- Direct CEO collaboration on value proposition at GoCardless
- Designed global Customer Lifecycle process at Google, EMEA/JAPAC/NALA

INDUSTRY ROLES (cont.)

Visa Europe — Senior Account Executive, Fintech Partnerships

June 2021 – June 2023 · London

- Managed a portfolio of strategic fintech accounts, designing and executing account growth strategy and consistently exceeding retention and revenue targets.
- Analysed the B2B fintech landscape to identify new commercial opportunities and shape engagement priorities.
- Coordinated across Product, Legal, Compliance, and Marketing to deliver complex multi-stakeholder projects and partner-facing business reviews.

GoCardless — Enterprise Account Executive

February 2020 – June 2021 · London

- Ran enterprise sales cycles end-to-end — from prospecting and qualification through negotiation, onboarding, and expansion — engaging C-level stakeholders and managing complex regulatory and compliance challenges.
- Worked directly with the CEO to define value propositions for new products and shape company-wide commercial strategy.
- Coordinated legal and product teams to solve complex issues and push negotiations through to close.

GOOGLE MAPS

Enterprise Account Management Lead, NE US & Canada

Google · Mar 2018 – Feb 2020 · New York

- Led account management strategy across a territory of 1,000 accounts with total value of \$25M, managing key accounts including American Express, Deloitte, Tripadvisor, and Squarespace.
- Led a team of six contractors, set strategy, ran enablement, and owned complex negotiations and escalations across enterprise accounts.

Account Executive, UK & Ireland

Google · May 2016 – Mar 2018 · London

- Led B2B GTM activity within the territory, working directly with C-level stakeholders and a network of strategic reseller partners.
- Consistently exceeded quarterly revenue targets through disciplined pipeline and relationship management.

Customer Success Manager, EMEA

Google · Nov 2014 – May 2016 · London

- Managed the highest-value Google Maps clients in Europe, owning renewals, issue resolution, and revenue growth across the account base.
- Designed Google Maps Customer Lifecycle Management process and led its global rollout across EMEA, JAPAC, and NALA.

EDUCATION

POSTGRAD DIPLOMA (DISTINCTION)

Environment & Sustainability —
Birkbeck, University of London · 2023–2024

MODULES

Biodiversity Net Gain, TNFD, nature credits, carbon markets, environmental policy, sustainable business practice

BA (HONS) SPANISH

University of Kent, Canterbury · 2007–2011

LANGUAGES

ENGLISH

Native

SPANISH

Working proficiency

IMPACT LED

LET'S TALK

IMPACT-LED TEAMS, BUILT TO GENERATE REVENUE.

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