

ELLEN RICKFORD

Business Development & Growth Strategy Consultant

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

- ellenrickford@gmail.com
- 07562 579127
- London, UK
- [linkedin.com/in/ellen-rickford-4a7b89b1](https://www.linkedin.com/in/ellen-rickford-4a7b89b1)



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.

FREELANCE CONSULTANCY

Common Energy CIC — Environmental Partnerships Consultant

2026 – Present · London & East of England

- Building the environmental partnerships function from scratch for a newly established, multi-year funded community interest company — target identification, qualification and pipeline development.
- Shaping the partnership proposition and value narrative, and testing it directly with senior leaders and trustee-level stakeholders.
- Scoping a new rewilding and community engagement strand from an open brief, and mapping co-funder routes to diversify the funding base.

Circl — B2B Sales Strategy Consultant

2026 – Present · London

- Developing B2B sales strategy for an accredited inclusive leadership and coaching programme sold into corporate L&D, talent and DEI budgets.
- Sharpening the commercial proposition and buyer messaging — translating a social mobility model into outcomes enterprise buyers can sign off.
- Defining target segments, buyer profiles and outreach approach to build repeatable pipeline.

Public World

2026 – Present · London

- Rebuilding B2B commercial positioning and sales messaging to drive subscription revenue growth.
- Advising on go-to-market approach, proposition clarity and market fit, feeding market intelligence back into commercial strategy.

AimHi

2026 – Present · London

- Designing B2B revenue accelerators and sales plays to meet year-end financial goals.

Green TV Media

- B2B sales strategy and business development support for sustainable-sector industry events.

Rewilding Britain — Corporate Partnerships Strategy Consultant

March 2024 – January 2026 · London

- Built the corporate partnership model from scratch — value proposition, target sectors, buyer profiles and sales materials.
- Built executive-level relationships across Finance, Consultancy and Commercial Real Estate, plus a scalable account management and retention model.

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

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.

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.

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

INDUSTRY ROLES (cont.)

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.

CORE CAPABILITIES

- B2B sales strategy & GTM design
- Value proposition & commercial positioning
- Enterprise & partnership pipeline development
- Senior stakeholder & account management
- Sustainability, nature & impact markets

IMPACT LED

LET'S TALK

IMPACT-LED TEAMS, BUILT TO GENERATE REVENUE.

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