

KATHERINE GREEN

Regional Account Management Leader | Partner & Portfolio Relationships | Global Team Leadership

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Summary

Senior account management leader with 10+ years of experience owning complex, high-value relationships with Fortune 500 and enterprise clients across multi-location portfolios. Proven track record negotiating and executing commercial agreements, driving financial performance, and balancing stakeholder objectives. Known for building trust with external partners and internal teams alike, translating competing interests into outcomes that work for all sides. Experienced in leading and developing regional teams, managing risk and escalation decisions, and delivering results against material financial targets across the US, Canadian, and Australian markets.

Key Achievements

Managed a \$500M Program

- Served as a strategic relationship owner for The Home Depot's \$500M warranty program, the company's highest-value partnership – managing performance, risk, and executive relationships across 500+ locations.

Expanded Total Addressable Market (TAM) by 30%

- Negotiated and executed complex, multi-stakeholder commercial agreements including a partnership adding 3,000+ properties to marketplace supply and a new premium product vertical.

Delivered 13-53% YOY Revenue

- Reversed declining partnerships at several Fortune 500 companies through consultative repositioning and C-suite re-engagement.

Drove 23-60% Revenue Growth across international markets

- Built and led international team of 11 account managers across US, Canada, and Australia.

Launched a net-new commercial division

- From scratch, generating \$740K in year-one revenue, 40% above target.

Experience

Outdoorsy Group

Austin, TX

Senior Director, Business Development and Partnerships

04/2024 - 08/2025

- Negotiated and owned a strategic partnership adding 3,000+ properties to marketplace supply; led development of premium product vertical (Outdoorsy Escapes) expanding TAM by 30%.
- Owned a Wheelbase SaaS partnership with an operator at Disney's Fort Wilderness Resort, directly responsible for their growth and long-term success.
- Rebuilt sales operations by implementing CRM lead scoring and standardized processes, improving conversion rates by 5% and driving 22% increase in bookings and 23% revenue growth in 12 months.
- Built and led a 4-person cross-functional team to develop GTM strategy and launch plan for a new marketplace product vertical, integrating supply-side inventory with existing platform infrastructure.
- Created conference and industry partnerships program from scratch, establishing company presence at national events and building a strategic pipeline.

Hipcamp

San Francisco, CA

Head of Supply Acquisition & Account Management, Global

02/2023 - 03/2024

- Led three specialized teams across Supply Acquisition, Commercial Property Acquisition, and Sales Analytics, managing performance, risk, and escalation decisions across all functions.
- Built and launched commercial OTA division from scratch, managing 350 commercial partner relationships across US, Canada, and Australia and establishing a new B2B revenue channel that secured continued company funding.
- Generated \$740K in year-one revenue, 40% above target, through consultative relationship development and structured account planning.
- Drove GMV growth of 23% (US), 60% (Australia), and 47% (Canada) through scaled partner acquisition and data-driven account management.
- Increased lead-to-activation conversion by 20% YOY through improved onboarding and partner lifecycle management.

Experience

Hipcamp

San Francisco, CA

Head of Supply Acquisition & Account Management, North America

07/2022 - 02/2023

- Managed the same three-team structure across inbound SMB onboarding, commercial acquisition, and sales analytics for the North American market.
- Managed a portfolio of 15,000 host properties across North America, preventing churn and driving retention through strategic account planning.
- Drove 21% GMV growth through CRM optimization, territory realignment, and proactive partner engagement.
- Led the sales team to 15% host property growth in the first 6 months across the US and Canada.

Squaretrade / Allstate Insurance Protection Plans

San Francisco, CA

Senior Manager, Account Management

09/2020 - 07/2022

- Spearheaded The Home Depot's \$500M warranty program, the company's highest-grossing partnership, owning performance, risk, and escalation decisions across US and Canada.
- Led remote account management team supporting 75+ district and regional leaders across 500+ locations, driving 21% revenue growth through structured business reviews and executive engagement.
- Increased account revenue by 18% in 12 months through strategic engagement with senior VPs and regional leadership, identifying and executing upsell and expansion opportunities.

Squaretrade / Allstate Insurance Protection Plans

San Francisco, CA

Senior Manager, Business Development

05/2019 - 09/2020

- Turned around two severely underperforming accounts (HSN and Bose), delivering 18% and 53% YOY revenue growth in six months through consultative repositioning, pricing restructuring, and new product verticals.
- Partnered with C-suite executives to rebuild go-to-market strategy, identify untapped product categories, and realign commercial agreements.
- Developed and executed a national team-selling training program across retail and online channels, standardizing best practices at scale.

Squaretrade / Allstate Insurance Protection Plans

San Francisco, CA

Senior Manager, Field Operations

11/2014 - 05/2019

- Primary relationship owner for Staples and Office Depot; managed strategic portfolio including Costco, Sam's Club, and Toys R Us.
- Reversed declining revenue at Staples and Office Depot, delivering 13% and 20% year-over-year growth through relationship-first account management and executive engagement.
- Delivered more than 30 executive presentations annually to audiences of 20-500, preventing competitive RFPs and securing long-term partnership renewals.
- Led RFP process and strategic account planning for major retail partnerships, maintaining long-term portfolio health.

Partnerships and Relationships Managed

The Home Depot · Costco · Sam's Club · Target · Staples · Office Depot · Bose · HSN · Toys R Us

Software

Salesforce · HubSpot · Close · Jira · Confluence · Asana · Google Suite · Office Suite

Education

Perimeter College at Georgia State University

Atlanta, GA

University of North Carolina at Charlotte

Charlotte, NC

Volunteering

Give Kids The World Village

Volunteer II

2025 - Present

Helping children and their families experience the joy of STEM activities in the Wonder Lab.