

**Title:** Vice President, Strategic Partnerships      **Reports to:** COO  
**Job Type:** Full Time      **Location:** Remote, some travel for MAG events  
**Application:** For consideration, please submit applications [here](#)

## Job Summary

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The Vice President, Strategic Partnerships is responsible for growing MAG’s membership and sponsorship base, strengthening MAG’s position as “the voice of the merchant” in the payments ecosystem, and working with C-suite executives at the MAG’s partner organizations. Reporting to the COO, this role sets the external engagement and growth strategy, defines profitable strategic priorities, and drives measurable outcomes across acquisition, renewals, retention, and revenue performance.

Guided by MAG Values, this executive leads the Strategic Partnerships team and collaborates closely across MAG departments to ensure programs, benefits, and engagement moments deliver clear value for all partners. The role ensures the MAG leverages data and performance insights to inform decision-making, strengthen execution, and support financial goals in alignment with MAG processes and policies.

## Responsibilities

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### STRATEGIC GROWTH & MARKET LEADERSHIP — FORWARD THINKING

- Set and execute MAG’s external engagement strategy with payments leaders and the broader merchant ecosystem to elevate MAG as “the voice of the merchant.”
- Own the U.S. merchant membership and sponsorship growth strategies—defining target segments and leading acquisition and renewal approaches with measurable outcomes.
- Translate MAG’s mission and market dynamics into clear growth priorities for membership, sponsorship, and engagement programs.
- Define, refine, and communicate MAG’s value proposition to support sustainable growth and relevance across merchant verticals and partners.
- Maintain current knowledge of payments industry trends and proactively identify implications for MAG programming, partnerships, and revenue strategy.
- Identify/evaluate emerging market and opportunities to inform new revenue models and long-term growth.
- Manage oversight of the MAG competitive landscape to determine threats and opportunities for the MAG.

### REVENUE & PIPELINE PERFORMANCE — IMPACT FOCUSED

- Own revenue growth outcomes for sponsorships and memberships—setting annual revenue targets, growth priorities, and accountability for results.
- Develop and own MAG’s multi-year revenue strategy, including identifying, validating, and launching new revenue opportunities with clear business cases, targets, and execution roadmaps.
- Establish the pipeline strategy and operating cadence for sponsor and member growth.
- Set strategy for sponsor and member offerings ensuring alignment to MAG’s strategy/market needs.
- Define and govern performance management for acquisition, renewal, retention, and pipeline health; use insights to prioritize improvements and remove barriers that constrain growth.
- Lead Strategic Partnerships’ contribution to annual planning, budgeting, and forecasting cadence in partnership with the COO and Finance; ensuring revenue plans are measurable and achievable.
- Partner with Conferences and Events and other internal business teams to enable domestic conference revenue growth, aligning sponsorship/member strategy to event-related opportunities.

### MEMBER & SPONSOR EXPERIENCE — CUSTOMER DRIVEN

- Ensure a high-quality end-to-end experience for members and sponsors—from initial engagement through onboarding, delivery of benefits, and renewal/retention.
- Maintain executive-level relationships with key sponsor and member stakeholders; anticipate needs, resolve issues, and protect long-term partnership value.
- Support clear service standards and handoffs across the organization to ensure consistent delivery.

- Champion continuous improvement of sponsor and member journeys, using feedback and program insights to enhance value and engagement.

### **COMMUNITY ENGAGEMENT & PROGRAM ACTIVATION — COMMUNITY CONNECTION**

- Devise strategies that maximize merchant collaboration, networking, and education; ensuring programs and engagement opportunities strengthen MAG's community.
- Represent MAG at key conferences and related events to expand MAG's network.
- Partner across the organization to ensure member and sponsor benefits drive measurable outcomes.

### **DATA, SYSTEMS, AND REPORTING ENABLEMENT — TRUSTED SOURCE**

- Ensure Strategic Partnerships' strategy and execution are supported by accurate, timely data
- Align on AMS data requirements for pipeline, renewals, segmentation, and benefit delivery; ensure definitions and reporting standards are consistent and adopted.
- Accountable for ensuring the function leverages AMS workflows and maximizes ROI from the platform.
- Ensure member/sponsor engagement activities are aligned with MAG policies and antitrust guidelines.
- Align w/Finance on long-term sponsor revenue forecasting, assumed retention rates, and billing practices.

### **TEAM LEADERSHIP & CROSS-FUNCTIONAL EXECUTION — DIVERSE PERSPECTIVE**

- Provide leadership to direct reports setting priorities, coaching, and ensuring coordinated delivery of goals.
- Establish an effective team operating rhythm that balances near-term execution with long-term growth.
- Collaborate with Organizational Effectiveness on strategic efforts to strengthen execution across MAG.
- Partner closely with Marketing and Design teams for thought leadership that elevates the merchant voice,
- Effectively communicates the benefits of membership and sponsorship
- Supports creation of pipelines for prospect members and sponsors, and supports Meet-Ups
- Works closely with Int'l team to align approaches to members/global sponsors and partnership pricing.

## **Qualifications**

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### **Required**

- Bachelor's degree and/or 5–8 years progressive experience in business development, strategic partnerships, membership/sponsorship growth, or related revenue-driving roles.
- Proven record of growth supported by strong pipeline discipline and executive relationship management.
- Demonstrated experience leading & growing teams including goal setting, prioritization, and coaching.
- Strong communication and influence skills (written, verbal, and presentation).
- Working proficiency with CRM/AMS-enabled workflows and using KPIs/dashboards to guide decisions.
- Experience building credibility with senior stakeholders in the payments and/or merchant ecosystem.
- Ability to travel as needed and operate within MAG policies and applicable antitrust guidelines.

### **Preferred**

- Experience in an association/member-based or community-driven organization.
- Experience with sponsorship packaging/value proposition development.
- Experience partnering with Events/Programs to align commercial strategy to event-related opportunities.

**MAG Employee Benefits:** MAG Employee Benefits can be viewed on [our website](#).

## **About the MAG**

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The Merchant Advisory Group (MAG) is a global organization dedicated to driving positive change and innovation in the payments industry serving merchant's interest globally through collaboration, education, and advocacy. Representing over 200 of the world's leading merchants across many industries, including airlines, retail, restaurants, insurance, amusement parks, grocery, and software, the MAG facilitates strategic engagement across North America, Europe, and Asia.

The Merchant Advisory Group is an Equal Opportunity Employer. All qualified applicants will receive consideration without regard to race, color, religion, gender, sexual orientation, gender identity, national origin or ancestry, age, disability or veteran status or other protected status.