MELANIE COHEN

Business Operations & Partnerships Lead | Strategic Alliances | Crisis Management & Growth

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Madrid, Spain (Open to Remote)

PROFESSIONAL SUMMARY

Business operations and partnerships professional with 8+ years of experience driving strategic execution, commercial growth and organizational resilience across the European innovation and technology ecosystem. Proven track record in business operations management, strategic partnership development (B2B and B2G), crisis management, cross-functional leadership and go-to-market execution. Consistently delivered 200%+ engagement growth, doubled deal closure rates, and activated 10+ new strategic partnerships per year while managing complex multi-stakeholder programmes across international markets.

Most recently served as Business Operations & Partnerships Lead at a European Deep tech consultancy, simultaneously managing a full company restructuring and closing 5+ new alliances — maintaining both operational continuity and commercial momentum under high-pressure conditions. Strong background in revenue operations, pipeline management, process optimization and stakeholder management at the intersection of technology, innovation and institutional ecosystems.

CORE SKILLS & COMPETENCIES

Business Operations: Business Operations Management · Process Optimization · Revenue Operations · Financial Controls · Operational Restructuring · Cross-functional Leadership · Crisis Management · Chief of Staff · Organizational Design · KPI Reporting · Decision-making Frameworks

Partnerships & BD: Strategic Partnerships (B2B/B2G) · Alliance Development · Stakeholder Management · Ecosystem Mapping · Deal Structuring · Contract Negotiation · Partner Onboarding · Institutional Relations · Public-Private Partnerships

Growth & GTM: Go-to-Market Strategy · Pipeline Generation · Demand Generation · Field Marketing · Event Marketing · B2B Marketing · Growth Strategy · Commercial Execution · Sales Enablement

Tools: Salesforce · Odoo (CRM) · Google Analytics · SEMrush · Notion · AI tools · Adobe Creative Suite · Crunchbase · Microsoft Office · Google Workspace

Languages: Spanish (Native) · English (C2 – EF SET Certified) · Hebrew (A2)

PROFESSIONAL EXPERIENCE

Inspiralia SL

Madrid, Spain

European Deep tech & Innovation Consultancy · Specializing in public funding, R&D support and innovation ecosystem development for Deep tech startups and scaleups across Europe.

Business Operations & Partnerships Lead

Sept 2024 – Present

- Took full ownership of a company-wide operational crisis — restructuring supplier contracts, renegotiating financial obligations, and rebuilding internal processes — while maintaining uninterrupted service delivery to clients and partners.
- Closed and managed 5+ new B2B and B2G strategic alliances during the restructuring period, demonstrating the ability to sustain commercial momentum under significant organizational pressure.
- Directed cross-functional execution across Sales, Legal, Finance and Marketing, aligning four departments around shared operational cadences and commercial priorities.
- Introduced financial controls, reporting frameworks and pipeline visibility tools that gave the leadership team real-time data on business performance and cost structure for the first time.
- Served as the operational and strategic link between the CEO, department heads and external partners — acting in a Chief of Staff capacity across all critical business functions.

- Led supplier negotiations and institutional stakeholder communications, protecting existing relationships and unlocking new partnerships in parallel with the restructuring.
- Designed and implemented process improvements that reduced cross-departmental friction and accelerated go-to-market execution across the organization.

Marketing Lead Feb 2023 – Sept 2024

- Architected and executed the company's integrated B2B growth strategy, combining content marketing, SEO, field events and strategic partnerships into a single pipeline engine that delivered 200%+ growth in engagement.
- Built the pan-European partnership programme from zero, activating 10+ new strategic alliances annually with universities, research organizations, accelerators and institutional bodies across the EU.
- Invented and scaled a pitch competition format inspired by Shark Tank — piloted in Sweden on a €5K budget, scaled to 6+ annual editions across Europe, attracting BPI France, École Polytechnique Paris and CERN Switzerland as institutional partners.
- Designed and produced 20+ B2B and international events per year, each tracked from lead generation through to signed contract — contributing to a significant increase in deal closures across high-value B2B engagements (~20 deals/year).
- Negotiated and secured ecosystem access with a key industry player after a 6-month competitor blockade, building direct personal rapport with the organization's CEO across multiple European markets.
- Built InspiAcademy from scratch: a free-access content platform offering webinars, workshops, guides and industry news for Deep tech startup clients, designed to strengthen commercial relationships and create upsell opportunities.
- Led all messaging, brand positioning and commercial asset development, ensuring alignment between marketing output and sales objectives across international markets.

Growth & Communications Coordinator Feb 2022 – Feb 2023

- Led the end-to-end launch of the company's new website and full suite of commercial materials, establishing the positioning and lead generation infrastructure the sales team had been missing.
- Developed and executed a content and communications strategy that increased brand visibility across European innovation and Deep tech networks.
- Translated highly complex Deep tech service propositions into clear, commercially effective messaging for both startup founders and institutional buyers.

Surround Sound Love Foundation San Diego, USA (Remote)

Project Manager – Partnerships & Operations Apr 2019 – Sept 2021

- Negotiated and secured institutional partnerships with public bodies and international organizations including UNICEF, navigating complex multi-stakeholder and cross-border processes.
- Managed a portfolio of 50+ partner organizations and delivered international programmes reaching 200+ participants across multiple countries simultaneously.

Embassy of Guatemala Madrid, Spain

Institutional Relations & Communications Assistant Aug 2018 – Oct 2019

- Managed bilateral institutional relationships and official communications across the Spanish public and private sector on behalf of the Government of Guatemala.
- Coordinated high-level diplomatic events, official protocol and stakeholder engagement where precision, cultural fluency and discretion were essential.

EDUCATION

MSc in Political Communication Complutense University, Madrid

MA in Digital Marketing the Power MBA, Madrid

BA in International Affairs & Political Science Francisco Marroquín University, Guatemala City