

Larissa Buch

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SUMMARY

Results-driven entrepreneurial leader with deep expertise in building and scaling partnerships, adept at identifying opportunities, negotiating agreements, and fostering cross-functional collaboration to drive partnership and product strategies. Proven ability to align stakeholders across departments to deliver impactful business initiatives for high-growth organizations. Skilled in developing and executing partnership strategies that unlock new capabilities, expand market reach, and drive innovation. Seeking to leverage my extensive partnerships and business development experience to focus on creating high-impact collaborations that fuel growth and transformation.

KEY SKILLS

Cross-functional teams mobilizer | Complex problem solver | Efficiency creator | Go to market leader | Adaptable to fast pace and quick changing tech environments | Special projects leader | Entrepreneurial mentality | Partnership relationship nurturer.

WORK EXPERIENCE

JOOR

Oct 2017 - Mar 2025

Startup B2B wholesale buying platform servicing over 13,000 brands and over 600,000 retail buyers globally. Promoted twice during my tenure. Currently responsible for all operations of JOOR's Product team.

Product Operations VP

Nov 2023-Mar 2025

- At the CEO's request, I took on the Product Operations role to bring structure and efficiency to the product team's processes during a pivotal time for the organization.
 - Developed and implemented a comprehensive release planning process, enhancing cross-departmental communication for seven cross-functional department leads, resulting in a reduction in product launch delays and smoother releases.
 - Established a standardized documentation process for product releases, increasing consistency and accessibility of information.
 - Facilitated cross-departmental shadowing programs and forums that fostered collaboration and understanding among teams, leading to an increase in interdepartmental project efficiency.
 - Transitioned to a Product Manager role and worked with Engineering to successfully launch an online trade show, with an estimated 1,000 fashion brands, and implementing multiple platform automations. Additionally, spearheaded the release of three enhanced site navigation systems, improving user experience.
 - Rolled out Pendo Feedback organization-wide, integrating third-party tools and streamlining feedback processes, resulting in an increase in actionable insights for product development.
 - Appointed to lead the upper management cross-functional heads to optimize operational workflows and enhance collaboration, driving alignment on company-wide initiatives.

Partner Development & Operations VP

Feb 2023- Nov 2023

- Effectively led successful launch of JOOR Pay, JOOR's embedded B2B payment solution, within three months of joining the team by enhancing interdepartmental communication and fostering collaboration, resulting in a streamlined rollout that exceeded initial adoption targets by 25%.
 - Managed day to day partnership with JOOR's payment provider.
 - Achieved company's first \$1MM monthly JOOR Pay GMV in Q1 2023.
 - Exceeded H1 2023 Forecast.
 - Served as advisor to CEO on JOOR Pay initiative, which resulted in improved efficiencies and ensured company achieving sign up goal and budget.
 - Developed an operational continuous feedback loop between the JOOR Pay Team and the Sales & Customer Success teams, generating 200+ brand sign-ups within six weeks of launch.
 - Managed a team of three JOOR Pay Account Executives.
- Led KPI reporting and analysis of initiatives, presenting key successes and growth opportunities to C-level executives and prepared comprehensive insights for board meetings, which informed strategic decision-making and contributed to increase in initiative alignment with company goals.

Partner Development Sr. Director

Jul 2021-Feb 2023

- Successfully launched partnerships, from research through the integrations, across different industries within a year- AI Auto Tagging, 360/3D imagery and 3D showrooms.
 - Worked closely with Engineering, Legal and Finance to negotiate partnership agreements and integrate their technology into our platform.
 - Formulated and executed a comprehensive strategy for each partnership, ensuring successful roll-out through targeted cross-functional team training on products, processes, pricing, integration, and partner relationship management which led to partner satisfaction and streamlined collaboration.
 - Signed up four prominent brands and retailers in the first six months including Shopbop, YSL and Celine and brought in over \$30k in revenue.
 - 360 imagery has brought in \$5.3m since launch.

Partner Development Director

Oct 2017-Jul 2021

- Launched over 50+ ERP platform partnerships and integrations across four continents, enabling automated data exchange for JOOR brands, which improved operational efficiency and enhanced real-time data accessibility.
 - Resulted in 50% of JOOR brands becoming integrated leading to significant company efficiencies.
 - Sold each ERP on the value of JOOR and the benefits of the ERP doing the technical build vs. JOOR.
 - Developed a comprehensive JOOR integration standard and established incentive and commission structures, driving the sale of integrations to our brands.

Pepperjam, formally eBay Enterprise, now Partnerize

2016 - 2017

*Affiliate Marketing Platform and Digital Agency servicing 1000+ advertisers.
Promoted 5x during my tenure.*

Strategic Partnerships & Integrations Lead

- Implemented mobile app tracking functionality, via partnership integration, within the Pepperjam platform, managing the entire lifecycle from market research and ideation to partnership agreements, integration, rollout, and roadmap strategy.
 - Drove an incremental \$15K in Pepperjam revenue and an incremental \$260K for the brand Shutterfly.
- Established third-party partnership integrations, including Shopify and Magento, reducing the launch timeline by 67% and accelerating time to revenue for Pepperjam and its clients.
 - Managed the process from market research, requirements gathering, vetting developer proposals, to integration and launch of these partnership integrations.
- Responsible for creating the Pepperjam partnership ecosystem and its pipeline across channel vendors from the ground up from research, to agreement to integration.

GSI Commerce (purchased by Ebay in 2011, became Ebay Enterprise)

2008 - 2016

GSI Commerce provided an ecommerce platform and fulfillment for its 180 clients.

Interactive Marketing Supervisor

- Managed and executed all affiliate program strategies for brands such as Dick's Sporting Good, NFLShop.com, BCBG, Lucky Brand Jeans, Zales Brands, Toys R' Us, SpeedoUSA and Flavia; maintained strategic partnerships, produced monthly and quarterly media plans and ensured the programs stayed within budget and hit their ROI goals.
- Developed Lucky Brand Jeans' five year \$12MM affiliate growth plan; 13% ahead of plan two years in.
- Developed and executed other online marketing strategies for RadioShack and Cost Plus World Market; managed and allocated monthly budgets of \$110K+, provided strategic recommendations, and conducted weekly and monthly analyses of marketing channels.
- Contributed to fiscal 2011-2012 growth for Cost Plus World Market (+51% YOY for affiliate, search and CSE) and RadioShack (+20% YOY for affiliate and CSE).
- Led a team of three affiliate specialists, each with their own respective book of business totaling over \$24 million.

EDUCATION

Temple University | Bachelor of Arts, Communications; Marketing Minor - Magna Cum Laude