

AARON NAVA

SVP, Growth + Client Partnerships | Enterprise GTM | Revenue Expansion | \$115M+ Global P&L | Portfolio and Multi Client Scale

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EXECUTIVE PROFILE

Growth + Client Partnerships executive who builds the commercial and operational systems that scale modern marketing into durable, high margin revenue. Scaled a digital first capability from early stage into a **\$115M+ global P&L**, sustaining **15 to 20% YoY growth** by shifting revenue from project volatility to recurring enterprise partnerships while personally anchoring **25+ major global pursuits** annually with an **85% win rate**. Operates in complex, acquisition-driven environments, **integrating 33+ agencies** into one global operating model spanning governance, reporting, delivery, and client engagement standards, with a land and fix reputation for stabilizing underperforming accounts and restoring performance.

EXECUTIVE VALUE

\$115M Global P&L | Growth Systems | Enterprise Client Partnerships | Retention and Expansion | Enterprise GTM | Pursuit Leadership | M&A Integration | Pricing and Margin | AI Enabled Delivery

PROFESSIONAL EXPERIENCE

MONKS (\$4 CAPITAL) | Los Angeles, CA

Global SVP, Growth and Client Partnerships | 2021 - Present

Global Director, Social and Digital | 2019 - 2021

Built the commercial operating system that scaled an acquisition driven capability into an enterprise-grade growth engine, aligning global teams to one client partnership standard, one forecast, and one margin reality.

- Built and led a global growth and client partnerships org across EMEA, LATAM, and APAC, scaling a \$115M+ global P&L and sustaining 15 to 20% YoY growth through retention, expansion, and enterprise delivery readiness
- Rebuilt GTM strategy and commercial models to shift revenue from project volatility to durable partnership engagements, improving scope clarity, renewal motion, and multi year account stability
- Anchored 25+ global pursuits annually at \$1.5M to \$5M+, shaping strategy, narrative, and operating plan to sustain an 85% win rate in highly competitive enterprise RFP environments
- Owned pipeline architecture, qualification discipline, and forecasting rigor, converting 95% of first calls into qualified RFPs and delivering board ready visibility across markets and stakeholders
- Integrated 33+ acquisitions into a single commercial and operating model, standardizing positioning, reporting, governance, and ways of working across regions
- Modernized global delivery with follow the sun workflows and AI assisted production, reducing handoffs 25 to 30% and increasing profit margin by 30%

CIRCUS (Acquired by Monks) | Los Angeles, CA and LATAM

Director of Digital and Social (Head of US Operations) | 2017 - 2019

Brought in as a builder to stand up the US footprint and install the operating cadence that makes rapid growth profitable, repeatable, and attractive to strategic buyers.

- Led a \$30M to \$45M portfolio across 10 to 12 enterprise accounts, owning client leadership and delivery performance across Spotify, Netflix, California Lottery, and Northgate Market
- Built the US operation from zero by installing the operating system required for scale: org design, delivery governance, resourcing discipline, and executive client cadence
- Scaled headcount from 6 to 100+ while protecting service standards and craft quality through clear accountability, repeatable workflows, and tight operational control
- Delivered regional profitability within 18 months by tightening scope governance, utilization discipline, and commercial accountability, accelerating acquisition readiness

JOE AGENCY | Los Angeles, CA

Co-Founder, Director of Digital Strategy | 2015 - 2017

Built a sports and entertainment growth shop that turned cultural access into commercial advantage and won AOR work without a legacy book.

- Built the agency from zero without inherited relationships, creating the commercial narrative, prospecting motion, and partnership strategy that consistently opened doors
- Won Social and Digital AOR for the Stellantis portfolio including Jeep, Ram, Chrysler, and Fiat, launching accounts from standing start and creating a durable new revenue lane
- Packaged and negotiated performance-tied creator and talent partnerships across creators, artists, celebrities, and pro athletes, connecting cultural reach to measurable conversion and brand impact

CONILL / SAATCHI & SAATCHI LA | El Segundo, CA

Management Supervisor, Social Media | 2010 - 2015

Built an intrapreneurial growth capability inside a legacy agency, turning social from a value add into a scaled, monetized business line with executive credibility and repeatable delivery standards.

- Launched the agency social capability from zero, designing the operating model across roles, process, measurement, and governance to make the work scalable and defensible
- Made social a core, billable offering tied to performance media and business outcomes, generating \$15M in new revenue within two years
- Scaled the capability into a Sports and Entertainment division of 50+ staff, expanding scope across priority clients and increasing adoption across business lines and the broader network

EDUCATION & CREDENTIALS

- **University of Colorado Boulder** B.S., Advertising
- **MIT** Certificate, Applied Agentic AI for Organizational Transformation (2025)

RECOGNITION

Award-winning work (Cannes Lions/Clio-recognized teams)