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Strategic Partnerships and Revenue Growth Leader with 20+ years driving measurable business expansion across professional services and SaaS organizations. Proven track record building alliance channels, accelerating pipeline, and securing enterprise relationships. Hands-on operator who combines partnership development with disciplined revenue execution.

CORE EXPERTISE

Engagement & Experience Strategy | Omnichannel Customer Journeys | AI-Driven GTM & Automation | Enterprise SaaS Sales & Marketing Leadership | Strategic Partnerships & New Business Acquisition | Narrative & Pitch Strategy | Customer Lifecycle Optimization & Monetization | CRM, Marketing Automation & RevOps | Global Operations & Change Management | M&A Integration | Regulated Markets

EXECUTIVE IMPACT

- 45% increase in pipeline velocity and conversion through AI-driven engagement and GTM optimization
- Built sales teams supporting global enterprise accounts
- 25% growth in customer acquisition via GenAI-integrated marketing and CRM intelligence
- Drove multi-million-dollar revenue growth across enterprise SaaS and professional services
- Led global SAP implementation (3.5 years) supporting thousands of users across regions
- Scaled sales and marketing teams without proportional headcount growth through automation. Built engagement frameworks spanning prospecting → onboarding → adoption → retention → expansion

PROFESSIONAL EXPERIENCE

Founder & Strategic Growth Lead

AI Think Bigger™ (AI-enabled marketing systems platform) | Minneapolis, MN | 2024 – Present

Founded an AI-driven growth and engagement consultancy delivering GenAI-powered strategy, sales, marketing, and customer lifecycle solutions for B2B SaaS, enterprise, legal, and professional services organizations.

- Designed and launched AI-enabled client acquisition and engagement systems for professional services and SaaS clients
 - Built scalable revenue workflows integrating video, CRM automation, and partnership outreach
 - Established virtual operational support structure enabling continuity with minimal founder oversight
 - Led partnership strategy, business development, and revenue generation initiatives
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Vice President, Strategy & Sales

eDiscovery / Legal Technology | 2025 – Present

Lead engagement strategy, GTM, and enterprise growth for GenAI-enabled SaaS platforms.

- Led enterprise engagement and GTM strategy for AI solutions across Early Case Intelligence, Review, Privacy, and Multimedia
 - Partnered with product, analytics, and marketing to translate customer insight into differentiated engagement narratives
 - Supported new business pitches and executive presentations, aligning strategy to measurable outcomes
 - Implemented AI-driven sales enablement and lifecycle engagement improving deal velocity and retention
 - Acted as trusted advisor to enterprise legal teams on AI adoption and operational transformation
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Vice President, Strategic Markets: Legal, Education, Government, Corporate

FIT (SaaS – Information Governance) | 2022 – 2024

Reported to the President and CFO. Owned market strategy, engagement frameworks, partnerships, and enterprise sales.

- Developed strategic narratives connecting governance, risk, and AI to business value
- Secured enterprise clients globally; led complex RFPs and executive presentations
- Partnered with product teams on UX, workflows, and modular solutions aligned to customer journeys

Director, Strategic Markets – Legal

J.S. Held | 2021 – 2022

- Expanded market share through targeted engagement and GTM strategies
 - Represented firm in executive briefings, conferences, and client engagements
 - Strengthened brand credibility through thought leadership and strategic storytelling
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Senior Client Development Consultant (Mid/Large Law)

Thomson Reuters – FindLaw | 2019 – 2021

- Consulted with 174 law firms on engagement strategy and digital transformation
 - Translated data and insight into actionable marketing and growth plans
 - Collaborated cross-functionally on product, pricing, and experience optimization
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Enterprise Operations, Strategy & M&A Leadership (Progressive Roles)

Thomson Reuters | ~20 Years

- Member of Executive Operations Group for a 3.5-year global SAP implementation
 - Business owner for system security, UAT, documentation, and global training
 - Led operational integration for multiple M&A initiatives
 - Standardized global workflows, enabling scalable engagement and future automation
 - Partnered with executive leadership across operations, IT, sales, and legal
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Vice President, Client Strategy

Bayard Advertising Agency | 2012 – 2015

- Led enterprise engagement strategy, sales, and P&L with 15 direct reports
 - Built C-suite partnerships with mid-market and Fortune 500 clients
 - Delivered integrated engagement programs aligned to ROI and growth objectives
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BOARD LEADERSHIP

President, ARMA International – San Diego Chapter

EDUCATION

MBA, Business Administration — New York Institute of Technology

BA, Journalism & Advertising — University of Minnesota