

JOHN P. OSBERG

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OVERVIEW

Head of Partnerships, Business Development, Growth, and Strategic Revenue-Producing Leader with 15+ years of experience driving revenue growth across technology, consulting, sports, nonprofit, and startup environments. Generated \$6.5M+ in revenue (\$8.5M+ influenced), secured \$725K+ in venture capital, \$500K in non-dilutive state funding, and \$275K+ from additional sources (\$1.5M+ total capital), and raised \$1.5M+ across 501c3 initiatives. Built multi-million-dollar partnerships with leading national brands — DICK'S Sporting Goods, Golf Galaxy, Wegmans, Michelob Ultra, Oakley, Ralph Lauren RLX, Tito's Handmade Vodka, Corebridge Financial, Sandals Resorts, Gallagher Insurance, National Fuel, Special Olympics, Gatorade, Audacy, and many more.

AREAS OF EXPERTISE

Business Development, Strategic Partnerships, Revenue Growth, Go-to-Market Strategy, Enterprise Sales, SaaS Sales, Pipeline Development, Contract Negotiation, Executive Engagement, Channel Development, Fundraising Strategy, Sponsorship Development, Talent Acquisition, Executive Recruiting, Technical Recruiting

PROFESSIONAL EXPERIENCE

Brandlete, Inc. – VP of Partnerships / Founding Member

Nov 2021 – Present

- Co-founded Brandlete, a modern A.I.-enabled athlete development platform helping sports programs create structure, accountability, communication, and year-round athlete engagement.
- Helped reposition the company into a B2B platform focused on development planning, feedback, progress tracking, retention, and program alignment across athletes, coaches, parents, and leadership.
- Driving early-stage partnerships and pilot opportunities with clubs, coaches, and athletic organizations to establish product-market fit and build a well-endowed pipeline.
- Architected go-to-market and partnership strategy across youth sports, clubs, coaches, and athletic organizations.
- Secured \$10K in non-dilutive funding to support MVP launch and validate early market demand.
- Supported early brand awareness and growth through media placements, relationship development, and university partnerships to strengthen talent and community connections.
- Instrumental in recruiting and assembling the founding team of the sportstech company — sourcing, vetting, and onboarding early operators, advisors, and contributors who shaped the company's earliest stage.

MakeaCompany.ai (MaC) – Head of Growth · Contract

May 2026 – Present

- Grew active user base 9.8x in first 6 weeks at MaC (12 to 117 users, +880%).
- Own the growth engine end-to-end — positioning, messaging, demand, and the sales motion to signed customers.
- Run founder-led sales: live demos, discovery, close.
- Lead brand and category narrative — sharpening how MakeaCompany.ai shows up across web, social, and stage to the right customers, partners, and talent.
- Build the GTM operating system: CRM, pipeline reviews, forecasting, attribution.
- Source and close strategic partnerships and channel relationships that compound reach.

POWER of OZmosis Consulting, LLC – Founder / Principal Consultant & Coach

2019 – 2026

- Drove \$325K+ in revenue outcomes across consulting engagements.
- Generated \$775K in aggregate deal flow through Q4 2025 and secured \$275K venture funding for various startups.
- Generated \$221K+ in nonprofit fundraising through events, partnerships, and network-driven campaigns.
- Facilitated 150+ strategic introductions and partnerships across business and nonprofit sectors.
- Coached 40+ founders, executives, and organizations across consulting engagements.
- Led talent acquisition and executive search engagements on behalf of client companies — attracted, vetted, and placed talent ranging from analyst-level individual contributors to VP and C-suite leaders across SMBs, startups, and select enterprise organizations.

PGA of America – Western NY Section & PGA REACH WNY Foundation – Director of Partnerships & Development

2023 – 2025

Board of Trustees / Advisor | 2020 – 2023

- Drove 275% partner growth with 97% retention across a 60+ account portfolio.
- Managed and expanded partnerships with national and regional brands, including Michelob Ultra, Club Car, Oakley, Tito's Handmade Vodka, Ralph Lauren RLX, and Corebridge Financial.
- Generated \$250K+ annually through sponsorships, fundraising initiatives, and multi-year partnerships.
- Negotiated partnership agreements ranging from \$5K to \$50K+, increasing average deal size and long-term revenue stability.
- Scaled PGA HOPE fundraising initiatives, contributing to \$220K+ in program funding.
- Led recruiting and talent acquisition across the Section and Foundation — sourced and onboarded Trustees and Board members, recruited and managed interns, and hired full-time team members to scale partnership, development, and operations capacity.

EmergenceTek Group, Inc. (ETG) – VP, Client Engagement & Sales (Founding Employee)

2012 – 2017

Consultant / Referral Partner | 2017 – 2025

- Built client base from 0 to 25+ enterprise and mid-market organizations across healthcare, technology, and financial services, including high-growth clients such as Liazon (acquired by Towers Watson).
- Generated \$3M+ in revenue via software development, technical staffing, and recurring projects with enterprise clients like CareSource, HealthLink, HealthConnections, Fidelis Care, and BlueCross BlueShield.
- Generated \$750K+ in new business through enterprise sales and partnerships.
- Secured \$500K in state economic development funding via Empire State Development (New York).
- Led talent acquisition, executive recruiting, and technical recruiting across the firm and on behalf of enterprise clients — sourced and placed software engineers, technical leaders, and executive-level hires into healthcare, technology, and financial services accounts.

OnCore Golf Technologies, Inc. – Director of Partnerships & Engagement

2017 – 2018

Strategic Advisor / Consultant | 2020 – 2023

- Secured partnerships with DICK'S Sporting Goods, Golf Galaxy, Wegmans, and New York State Golf Association (NYSGA), driving \$3.5M+ in revenue across these key relationships.
- Generated \$325K+ in new revenue through partnerships and activations.
- Secured and supported \$450K+ in investor fundraising and generated \$175K in event-driven revenue.
- Led recruiting and talent acquisition across the company — recruited and managed interns, and hired full-time team members to scale partnerships, marketing, and operations capacity.

DataSure24, Inc. – Director of Sales & Business Development (Founding Employee)

2018 – 2019

- Generated \$150K+ in new revenue and expanded accounts by 22%.
- Built \$600K pipeline through prospecting, partnerships, and targeted account development.
- Supported \$400K ARR client base of startups, SMBs, and enterprise-level accounts.
- Built and executed the go-to-market motion as a founding employee — defined ICP and positioning, opened the first sales channels, and stood up the outbound, inbound, and partner-led plays that drove early revenue.
- Developed and activated channel partnerships with MSPs, technology resellers, and complementary cybersecurity vendors — built co-selling motions, joint pipeline, and referral relationships that extended reach without scaling headcount.

EDUCATION

Niagara University — B.S. Finance, Minors in Economics & Psychology · Summa Cum Laude · GPA: 3.91 · Honors Program · Published Behavioral Finance Thesis

CIVIC LEADERSHIP & FUNDRAISING ROLES

- **Founder | POWER of OZmosis** — Generated \$284,512 in nonprofit fundraising through campaigns, events, and strategic network activation, with direct responsibility for volunteer, talent, and donor recruitment.
- **Founding Board of Trustees Member | PGA REACH Western NY Foundation** — Drove \$298,744 in charitable fundraising through partnerships, sponsorships, and development initiatives.
- **Director / Ambassador / Consultant | OnCore Golf** — Led \$257,336 in community impact fundraising via events and retail giveback programs, plus partnerships with PGA of America and Wegmans.
- **Event Chair | Heritage Christian Services** — Directed \$129,058 across multiple fundraising campaigns, sponsorships, and donor engagement initiatives.
- **Additional civic and fundraising roles (2009 – Present)** — Contributed to \$542,648 in combined 501c3 nonprofit fundraising across multiple organizations and campaigns.

TOOLS & TECHNOLOGY

HubSpot, LinkedIn Sales Navigator, ZoomInfo, MS 365, Google Workspace, Dice.com, Monster.com, LinkedIn Recruiter, Slack, Microsoft Teams, Monday.com, Asana, Trello, Canva, Mailchimp, Eventbrite, Golf Genius, BlueGolf, Claude, Claude Code, Perplexity, Gemini, CoPilot, ChatGPT