

Yulia Zimmermann

Defense Tech | Strategic Partnerships | GTM | Business Development

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Summary

Startup-trained operator with experience spanning defense technology, enterprise software, hardware and digital health. Proven track record building relationships with defense OEMs across U.S. and Ukraine and global organizations including Microsoft, Amazon, Deloitte, Kyndryl, EPAM, and more. Known for translating ambiguity into execution and helping organizations scale. Mountain climber and film producer.

Expertise

Strategic Partnerships • GTM Strategy • Product Positioning • Business Development • Cross-functional Leadership • Ecosystem Development • Pilot Programs • OEM Relationships • Market Expansion

Work Experience

Head of Growth and Strategic Partnerships Lead

[NeoLens AI](#) / Feb 2026 – present

Early-stage defense AI company building an offline-capable sustainment platform for military assets and autonomous systems.

- Helped evolve product positioning from repair AI toward AI-enabled sustainment across training, operations, maintenance, and lifecycle support, aligning messaging for both Ukrainian field users and Western defense OEM / partner audiences
- Strengthened strategic collaboration with Roboneers and developed partner-specific materials supporting joint market efforts that drove user adoption and better market visibility.
- Led end-to-end website and messaging transformation, directing cross-functional stakeholders and design efforts to support the company's evolving AI sustainment narrative.
- Built and expanded relationships with Ukrainian OEMs and defense manufacturers, contributing to partner engagement strategy and real-world field feedback loops
- Supported pilot programs with defense stakeholders, helping translate operational requirements into product requirements, KPIs and deployment scenarios
- Revived LinkedIn, improving engagement and consistency of defense-focused content and ecosystem visibility. Growth track: Followers - 311%; impressions - 13,296%; reactions - 2,008%
- Led preparation of pitch materials for Tech Defense Valley and Brave1 ecosystem initiatives.

Director of Partner Channel

[CloudFrame](#) / Oct 2022 – Feb 2026

- Expanded Partner Channel: enhanced and scaled overall partner ecosystem, GTM plans, driving revenue goals via partner-sourced pipeline
- Managed partner onboarding, enablement, day-to-day engagement, performance monitoring
- Negotiated and executed partner agreements
- Led Microsoft partnership expansion and co-sell activities through Microsoft Marketplace.
- Produced partner decks and presentations, product and partner co-marketing materials, website updates, product sheets, email campaigns
- Collaborated cross-functionally with Sales, Product, Marketing, and executive leadership to build and scale partner programs and partner-sourced pipeline.

Head of Marketing and Strategic Partnerships

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[Nova Ukraine](#) / Feb 2022 – Sep 2022

- Led marketing and communications during hypergrowth, supporting expansion from ~\$350K to \$40M+ in donations and a 10x increase in active volunteers while establishing strategic partnerships and scaling stakeholder communications.
- Developed and launched the first partner and donor-facing weekly newsletter growing email database from 2,000+ to 60,000+ in 6 months
- Executed partnerships with UNICEF USA and AirBnB.org, coordinating activities from initial engagement to GTM strategy
- Represented Nova Ukraine at corporate panel discussions for Microsoft, Adobe, Netflix to spread awareness; Gave in interviews for media communications

Sr. Director, Sales and Channel Marketing

[Qardio](#) / Jan 2019 – Mar 2022

- Owned and managed Qardio's largest revenue channel: Amazon, \$8 Million+ P&L across 5 geos
- Developed annual, quarterly, and monthly forecast for all consumer channels
- Created and executed full-funnel Amazon Ad strategy (Search and DSP). Managed \$500,000 in ads budget overseeing 8 active Amazon marketplaces
- Launched RiteAid.com and Lenovo.com in the U.S

Director of Global E-Commerce Sales

[Petcube](#) / Jan 2017 – Dec 2018

- Launched new hardware products to online marketplaces in the U.S., UK, EU, and Canada that drove sales accounting for 65% of the total revenue for 2018, resulting in 200% YOY growth
- Executed GTM strategy and marketplace expansion across Amazon, Walmart, Chewy, and Macy's, reaching more than 10M consumers.
- Managed a team of 7 executing promo campaigns (SEO, online and retail channel visual assets, email, in-app communications, social media content, and ads)
- Led the Petcube Rescue Program that promoted brand awareness and pet adoption
- Organized Petcube presence at CES for multiple years, leading logistics, travel, creative assets, and more

Education

Product Management Course, Product School, San Francisco / Fall 2017

Visual Design Course, City College of San Francisco, CA / 2011 – 2013

Management of International Affairs, Masters with Honors, Odesa National University, Ukraine / 2002 – 2007

Mentorship

Co-founder, CMO, and Mentor, film and creative media studio [Right Time Studios](#)

Startup accelerator residency for The [UCU Center for Entrepreneurship Accelerator](#) (Lviv, Ukraine) product marketing/branding modules.

Languages

English, Ukrainian, Spanish (novice)