

KENDYL YOUNG

Sales Director | Head of Partnerships | Country / Regional Manager

Performance Marketing • Ad Sales • Strategic Partnerships • Market Launch (US, CA, UK & EU)

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PROFESSIONAL SUMMARY

Senior commercial leader with 12+ years driving revenue growth across North America and Europe through B2B sales, strategic partnerships, ad sales, and market-entry strategy. Established reputation with international enterprise brands and tier-1 affiliate networks; personally closes complex flat-fee, TM+, and exclusivity deals. Builds, trains, and leads globally distributed commercial teams across the US and EU. Industry-recognized speaker - Affiliate Summit West & East returning panelist and moderator (2024-2026). Equally effective in startup and enterprise environments, with a track record of turning executive relationships into long-term commercial outcomes.

CORE COMPETENCIES

Sales & Revenue: Strategic Sales • Sales Negotiation & Closing • Flat-Fee / TM+ / Exclusivity Deals • Ad Sales • Brand Partnerships • Enterprise & Key Account Management • Portfolio Management

Business Development & Growth: New Market Launch (US, CA, UK, EU) • Country / Regional Management • Go-To-Market & Channel Strategy • Growth & Innovation • Sales Strategy

Leadership: Team Leadership & Building • Training & Mentorship • Cross-Functional Leadership • Distributed / Multi-Country Teams • Hiring & Onboarding • Performance Management

Performance & Affiliate Marketing: Affiliate Marketing (Brand- & Publisher-Side) • Affiliate Networks (CJ, Rakuten, Impact, Awin, Partnerize, ShareASale) • SEM / Google Ads / PPC • SEO • Content • Coupon / Cashback / Loyalty / Sustainability

Relationships & Communication: C-Suite & Executive Negotiation • Public Speaking • Networking • Industry Representation at Conferences • Bilingual: English (Native), Italian (Professional)

SELECTED ACHIEVEMENTS

- **Closed \$450K+ in flat-fee brand-package sales** in under 12 months as Publisher Site Director - alongside TM+ bid deals, multi-year exclusivities, and first-time enterprise brand wins (Meta, LG, BetterHelp).
- **Delivered +1,465% YoY profit growth** across SurfMyAds' three publisher properties (promocodes.com, coupons.ca, discountcodes.com), turning underperforming channels into top revenue drivers.
- **Launched the US and Canada markets from zero** for an Italian-headquartered publisher; built partner pipeline and coordinated content, SEM, SEO, and data functions.
- **Built and led globally distributed commercial teams** across US, CA, UK, and EU markets - account management, content, SEM, and publisher partnerships.
- **12-year industry reputation** across NA and EU performance marketing; closes deals at decision-maker level with enterprise advertisers and tier-1 affiliate networks.
- **Affiliate Summit West & East returning speaker** and panel moderator (2024 - 2026).

PROFESSIONAL EXPERIENCE

Founder & Principal Consultant

Sep 2025 - Present • Remote (NA & EU clients)

Kendyl Young Consultancy

- Independent commercial / Business Development consultant for advertisers, publishers, and platforms - advising on revenue strategy, partnerships, market entry, ad sales, and team scaling.
- Run end-to-end engagements: market analysis - strategy - execution, including direct outreach, negotiation playbooks, and team training.
- Selected engagement: advised a retail-tech brand on US market entry and channel development; identified \$100K+ in pipeline within 60 days.

Global Director of Affiliate Marketing & Commercial Partnerships

Apr 2024 - Jul 2025 • Remote

SurfMyAds Inc. - [promocodes.com](https://www.promocodes.com), [coupons.ca](https://www.coupons.ca), [discountcodes.com](https://www.discountcodes.com) • Ref: Aydin Karadeniz, CEO

- Led commercial strategy, advertising sales, brand partnerships, and day-to-day team operations for three publishing properties across North America and Europe, with full responsibility for overall business performance.

- Direct negotiation lead with tier-1 affiliate networks (CJ, Rakuten, Impact, Awin, Partnerize, ShareASale) and senior decision-makers at international enterprise advertisers; structured flat-fee, TM+, and multi-year exclusivity agreements that delivered the results above.
- Built and mentored a globally distributed, cross-functional team across SEM, content, account management, and publisher partnerships in the US and EU; owned hiring, onboarding, and performance management.
- Designed scalable, repeatable commercial playbooks aligning channel performance with company-level revenue targets and aggressive growth goals.
- Combined ad sales, brand partnerships, and affiliate revenue into a single commercial motion across direct-to-brand, network, and agency channels - including inbound deal flow generated through Affiliate Summit speaking engagements.

Senior Affiliate Account Manager - Strategic Accounts & Team Lead Jun 2021 - Apr 2024 • Remote

SurfMyAds Inc. - [promocodes.com](#), [coupons.ca](#), [discountcodes.com](#) • Ref: Aydin Karadeniz, CEO

- Managed a multi-million-dollar portfolio across Coupon, Cashback, Content, SEM, and Sustainability sectors, including high-profile brand and network accounts.
- Led market-specific commercial optimization across NA and EU - pricing, exclusivity, and trademark-bid strategy.
- Trained and mentored junior account managers; supported hiring and onboarding for new commercial team members.

Senior North America Account Manager - US & CA Market Launch Apr 2020 - May 2021 • Italy → US Market

Bravo Savings Network (bravodeal.com) • Ref: Elena Senesi, Global Sales Director

- Brought in to launch the US and CA markets from zero for an Italian-headquartered savings and affiliate publisher; owned partner acquisition, retention, and revenue.
- Cross-functional leader of Data Entry, Content, SEM, and SEO teams; aligned interdepartmental delivery against NA market targets.
- Closed and retained partnerships through expert-level deal-making and senior-level relationship management with brand-side decision-makers.

Business Development Manager

Jun 2018 - Apr 2020 • Italy

Salesoar SRL • Ref: Mario Verí, Founder & CEO

- Managed enterprise accounts and developed international partnerships across the EU; owned contracts and legal-team coordination.
- Owned PPC and Google Ads campaign strategy; contributed to product (UI) and sales-process innovation adopted by the wider commercial team.

Affiliate Marketing Associate

Mar 2015 - Dec 2016 • Italy

Luisa Via Roma S.p.A. • Ref: Toni Honey, Affiliate Marketing Manager

- Managed global affiliate campaigns and partner screening for a flagship luxury e-commerce brand; delivered trend analysis and investment-optimization recommendations.

SPEAKING & INDUSTRY RECOGNITION

- **Affiliate Summit West** - Publisher Demo Stage Speaker (2024); VIP Returning Speaker (2025); Expert Panel Moderator (2026): *"Tariffs, Tight Wallets, and Traffic: Thriving When Consumer Spend Falters."*
- **Affiliate Summit East** - Expert Panel Moderator (2025): *"Optimizing your Partnerships for Less Waste and More Wins"*; VIP Returning Speaker & Panel Moderator (2026).
- **CJ Junction (2022)** - Featured Interview: *"Surfmyads Rides the Waves of Change into the Next Affiliate Phase."*

EDUCATION & LANGUAGES

University of North Texas - Bachelor of Arts, Psychology

Sep 2009 - May 2014

Minor: Sociology & Gender Studies.

Honor societies: Triota (Women's Studies), Psi Chi (Psychology), Delta Epsilon Iota (Outstanding Scholars).

Languages: English (Native), Italian (Professional Working).