

tyler gillespie

tg

I install B2B partner programs until they become a real revenue channel.

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aspen, colorado

dub Certified Expert

~15%
of beehiiv ARR from the program I built from zero

90 days
to a 7-figure annual run rate at PGA

1,000+
revenue-generating partners at beehiiv

2 exits
productized service businesses, sold

// experience

Founder 100.partners — 2025 – present

- Installs partner programs for B2B companies. Created the P90 sprint: Dream 100 partners, 90 days, 10-20% of ARR from the channel.
- Programs include Ship 30 for 30, Heroic, PGA, AdPros, Jolly SEO, and Foundation. Also founder of Mozart (AI workflows for B2B firms).

Head of Partnerships & SEO beehiiv — 2022 – 2025

- Early hire (team member 7). Built the partner program from zero. 1,000+ revenue partners, ~15% of MRR, 60-70% year-over-year growth.
- Also built the SEO / content engine: 15-person team, 1,102-day publishing streak. Company grew from ~$200k to $20M+ ARR.

Founder Applause Lab — sold 2020

- Bootstrapped a productized video-testimonial company. 77 customers. Sold to Testimonial Hero (Boston). Then advised B2B firms via Productized.Services.

// receipts

“tg launched our partner program from zero and scaled it to multiple millions within a few years. the partner program has been a pivotal piece of our growth strategy and makes up roughly 15% of our arr. i highly recommend tg and am a huge fan.”



Tyler Denk · ceo, beehiiv

beehiiv

“this was the most no brainer investment we have ever made. partnerships was our most neglected growth channel and tg was able to help us unlock it. within 90 days the program had a 7-figure annual run rate.”



Dickie Bush · co-founder, pga

“tg helped us formalize a half assed partner program i tried starting. within 30 days we onboarded a small handful of partners that have now driven over half a million in pipeline value.”



Nehal Kazim · founder, adpros

“i have known tg for a while now and have always loved his content. we had hundreds of customers with referrals happening at random. tg helped us design a program that is now driving qualified demos for our agency and has helped us become less reliant on paid ads and the content creation treadmill.”



Greg Heilers · co-founder, jolly seo

“we found tg very serendipitously and at the perfect time. partnerships always felt right but we didn't have a map to actually execute them. tg helped us formalize our program and put us on a success path to leverage partnerships for years to come.”



Brian Johnson · founder, heroic