



# Brayden Manning

## Senior Director, Strategic Alliances

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### STRENGTHS

- 💡 **Alliance Origination**  
Built opportunity pipelines from venture relationships, portfolio connections, and market research. A quiet early signal often became a serious commercial discussion.
- 🔗 **Deal Structuring**  
Shaped licensing, co sell, revenue share, joint venture, warrant, and co investment terms. Careful preparation helped negotiations stay constructive.
- 👤 **Executive Judgment**  
Separated strategic rationale, economics, dependencies, risks, and decisions in executive memos. Clear choices gained senior confidence.
- 👥 **Cross Functional Leadership**  
Connected product, commercial, finance, legal, and strategy teams around shared decisions. Progress often came from patient alignment.
- 📊 **Commercialization Discipline**  
Introduced stage gated pilots with accountable sponsors and measurable criteria. Small tests created useful evidence before larger commitments.

### SKILLS

Strategic Alliances

Commercial Partnerships

Corporate Development

Business Development Strategy

M&A Venture Investments

Financial Information Services

Credit Capital Markets

Alliance Origination

### SUMMARY

Senior **strategic alliances** and **corporate development** leader with more than 16 years across **financial information services**, data, and **technology** businesses. Originates, structures, negotiates, and commercializes complex commercial and equity arrangements, including joint ventures, co sell models, licensing, revenue share, warrants, and co investments. Builds alliance capabilities from ambiguous mandates, creates disciplined opportunity pipelines, and evaluates build, buy, or partner choices through customer value, economics, implementation effort, governance, and risk. Converts venture relationships into marketable offerings and leads decisions across product, commercial, finance, legal, strategy, and executive teams. Produces clear investment cases, executive presentations, recommendation memos, and stage gated commercialization plans. Brings deep knowledge of credit, capital markets, financial information services, and emerging data providers to partnership strategy and growth.

### EXPERIENCE

#### Vice President, Strategic Partnerships

Atlas Financial Data 📅 January 2023 - Present 📍 Boston, MA

Leads a strategic partnership program across data enrichment, workflow technology, analytical content, and capital markets offerings. Owns alliance origination, commercial structuring, partner evaluation, executive alignment, and stage gated growth decisions.

- Built a **data** partnership program spanning enrichment, workflow technology, and analytical content offerings
- Negotiated **co sell**, licensing, and **revenue share** agreements with data technology firms
- Led build, buy, or partner evaluations using market evidence and implementation requirements
- Structured **joint ventures** and warrant arrangements with legal and finance partners
- Introduced stage gated pilots with qualification, **commercialization**, and scaling decisions
- Converted venture backed provider relationships into integrated **capital markets** offerings

#### Director, Corporate Development and Alliances

Summit Credit Analytics 📅 March 2019 - December 2022 📍 New York, NY

Managed an inorganic growth portfolio across acquisitions, minority investments, and strategic alliances. Connected alternative data theses with product roadmaps, commercial models, diligence findings, and executive decisions.

- Managed an inorganic growth portfolio across acquisitions, investments, and **strategic alliances**
- Developed alternative data theses before opportunities entered product roadmaps
- Directed diligence covering customer relevance, differentiation, integration effort, and revenue models
- Negotiated **licensing**, co sell, and **revenue share** structures with external partners
- Presented executive **memos** separating rationale, economics, dependencies, risks, and decisions
- Maintained **competitive intelligence** on financial information and emerging **technology** partnerships

#### Senior Manager, Business Development

Granite Markets Technology 📅 July 2015 - February 2019 📍 Jersey City, NJ

Led business development for market data and capital markets technology products. Built partner cases, coordinated negotiations, launched structured pilots, and established repeatable opportunity review methods.

- Led **business development** for market data and capital markets technology products
- Created partner cases using customer discovery, forecasts, analysis, and product requirements
- Facilitated negotiations across product, sales, **finance**, and legal teams
- Launched partner integrations through structured **pilots** with defined evaluation criteria
- Developed repeatable opportunity screening and partner review **frameworks**

[Deal Structuring](#) [Joint Ventures](#)

[Warrants](#) [Co Investment](#)

## LANGUAGES

English Native

Spanish Intermediate

## MY CAREER



● Vice President, Strategic Partnerships at Atlas Financial Data (3.8 Years)

● Director, Corporate Development and Alliances at Summit Credit Analytics (3.8 Years)

● Senior Manager, Business Development at Granite Markets Technology (3.6 Years)

● Manager, Strategic Partnerships at Beacon Information Services (3 Years)

● Senior Business Development Associate at Crescent Data Systems (1.9 Years)

- Prepared **executive presentations** on partner landscapes and **emerging data** categories

### Manager, Strategic Partnerships

Beacon Information Services 📅 June 2012 - June 2015 📍 Philadelphia, PA

Managed partnerships supporting financial research and information products for institutional customers. Evaluated providers, negotiated data rights, coordinated launches, and shaped recommendations through commercial modeling.

- Managed partnerships supporting financial research and information products for institutional customers
- Evaluated data providers through use cases, research, and commercial modeling
- Negotiated licensing arrangements covering data rights, distribution, service expectations, and pricing
- Coordinated partner launches across product and **commercial teams**
- Prepared build, buy, or partner **recommendations** based on fit, economics, timing, and risk
- Established relationship reviews tracking performance, issues, and expansion opportunities

### Senior Business Development Associate

Crescent Data Systems 📅 June 2010 - May 2012 📍 Chicago, IL

Researched financial data providers and supported licensing, distribution, diligence, and negotiation work. Prepared commercial analyses and executive materials that informed early alliance theses.

- Researched prospective financial data providers and qualified partnership opportunities
- Built commercial **analyses** for licensing and distribution opportunities
- Prepared **executive presentations** and recommendation memos for partner negotiations
- Coordinated diligence across **legal**, finance, product, and commercial stakeholders
- Analyzed pricing, usage rights, renewals, and revenue sharing concepts
- Monitored competitor partnerships and emerging providers to inform alliance theses

## PROJECTS

### Alliance Capability Framework 📅 2024

Created a repeatable framework for alliance qualification, pilot governance, commercialization, and scaling. Connected strategic fit, customer value, economics, sponsors, and success measures for clearer decisions.

### Venture Relationship Commercialization 📅 2023

Converted venture backed provider relationships into integrated capital markets offerings through partner evaluation, product alignment, commercial structuring, and coordinated launch planning.

## LEADERSHIP & AWARDS

- CFA Charterholder, CFA Institute, awarded 2014
- Speaker, Partnership Strategy Roundtable, 2021 to Present
- Mentor, Financial Data Leadership Forum, 2022 to Present

## EDUCATION

### Bachelor's Degree in Finance

University of Illinois Chicago 🎓 GPA: 3.8 📅 2010 📍 Chicago, IL

**Coursework:** Corporate Finance, Investments, Capital Markets, Financial Analysis

## CERTIFICATIONS

- Chartered Financial Analyst 📅 2014
- CFA Institute Investment Foundations 📅 2014

## TECHNICAL SKILLS

- **Deal Structures:** Joint ventures, warrants, co investment
- **Commercial Models:** Co sell, licensing, revenue share
- **Corporate Development:** M&A, minority investments, venture investments
- **Evaluation Methods:** Build analysis, buy analysis, partner analysis

- **Financial Domains:** Credit, capital markets, financial information services
- **Alliance Operations:** Opportunity pipelines, qualification, partner reviews
- **Product Commercialization:** Product roadmaps, pilots, scaling
- **Executive Materials:** Executive presentations, investment cases, recommendation memos
- **Competitive Research:** Competitive intelligence, market research, customer discovery
- **Stakeholder Coordination:** Product teams, commercial teams, finance teams
- **Legal Coordination:** Contract negotiations, data rights, usage rights
- **Commercial Analysis:** Pricing, forecasts, revenue models

## PROFESSIONAL AFFILIATIONS

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- Financial Data Leadership Forum, Mentor, 2022 to Present
- Partnership Strategy Roundtable, Speaker, 2021 to Present

## ADDITIONAL INFORMATION

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**Work Status** : Authorized to work in United States. No sponsorship required.

## REFERENCES

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AVAILABLE ON REQUEST