Jason Bartz

Revenue & Partnerships Leader · Founder · Community Builder

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SUMMARY

Revenue and partnerships leader with 10+ years building venture-backed companies, from ACV Auctions through its 2021 IPO to Vero Technologies' $8.5M Series A. Currently leads partnerships, marketing, AI strategy, and Business Process Outsourcing operations at Vero. Co-founder of Refraction and Good Neighbor Fund, hands-on builder of AI-powered software, and board member across Western New York's nonprofit and economic development community.

CORE COMPETENCIES

- Partnerships & Channel Strategy
- Go-to-Market Strategy
- Revenue Leadership
- AI Strategy & Agentic Workflows
- Sales Playbooks & Enablement
- Customer Success
- Commercial Lending & Fintech
- Fundraising & Investor Relations
- Product Development
- Nonprofit Governance

EXPERIENCE

Vero Technologies *NYC-based fintech*

Aug 2022 – Present

Vice President of Partnerships

Jan 2025 – Present

- Lead partnerships, marketing, partner success, and Business Process Outsourcing operations for the company.
- Lead AI strategy and agentic solutioning across the business, identifying where to embed AI into client workflows and internal operations.

Head of Growth

Dec 2023 – Jan 2025

- Led sales, marketing, customer success, and partnerships, contributing to an $8.5M Series A.
- Built and led the national direct lending sales team, including the playbook, SKO programming, and new product launches.

Director of Portfolio Management

Dec 2022 – Dec 2023

- Managed a $50M+ wholesale finance portfolio, reducing default rates by 30% and maintaining 95% client retention through new, scalable processes.
- Built the portfolio, risk, and remarketing functions. Led the OEM and Equipment program, partnering with legal and finance to structure compliant financial products that expanded TAM by 50%.

Director of Growth

Aug 2022 – Dec 2022

- Built the top-of-funnel strategy and GTM playbook for the direct lending business, driving a 150% increase in customer acquisition. Worked with the executive team on QBO design as the business scaled.

Refraction *Buffalo-based automotive software*

2023 – Present

Co-Founder, Strategic Advisor

- Co-founded a venture-backed, AI-powered automotive fintech platform for independent dealers, with multiple products in market, including Prizm AI and GhostLot.
- Raised $350K in pre-seed funding from Launch NY and the University at Buffalo. Designed the go-to-market strategy and onboarded initial customers.
- Led product development from ideation to release, working with third-party services and external design studios.

Good Neighbor Fund *Micro-grant nonprofit*

Jan 2023 – Present

Co-Founder

- Co-founded a micro-grant program for ideation-stage founders. Awarded 35+ grants totaling $38K+, with chapters in Western New York, Central New York, the Capital Region, the Hudson Valley, and Denver, CO.
- Raised $60K+ to fund the program and its grant recipients. Lead fundraising, brand and content strategy, social growth, and the GNF technology platform.

ACV Auctions *Buffalo-based automotive marketplace, IPO 2021* Aug 2017 – Aug 2022

Senior Manager, Sales & Execution, ACV Capital
Oct 2021 – Aug 2022

- Led sales operations, special programs, and customer success for ACV's commercial lending division, whose portfolio exceeded $100M during my tenure.
- Led go-to-market strategy that increased Average Revenue Per Unit by 20%.

Portfolio Manager, ACV Capital
Jan 2020 – Oct 2021

- Founding member of ACV Capital. Built the national field audit program and the early portfolio and risk functions, keeping loss rates below 3% through rapid growth.
- Launched a customer loyalty program that improved retention by 30%, contributing to IPO readiness.

Regional Field Operations Manager
Nov 2018 – Jan 2020

- Initial hire bridging sales, training, and operations across the top-performing region (NY, PA, OH). Drove 150% YoY growth and wrote the Field Ops playbook that became the national standard.

Manager, Concierge Account Managers
Jun 2018 – Nov 2018

- Selected to pilot Concierge Account Management for ACV's key franchise accounts, growing account-based sales 50% with 100% retention. Wrote the playbook later adopted by the broader Inside Sales organization.

Business Development & Account Manager
Aug 2017 – Jun 2018

- Generated new business and managed strategic accounts, averaging 150% of quota with 100% account retention.

PRODUCTS BUILT

Fido. Lightweight CRM for small teams and nonprofits, with BCC email capture and a donor gift ledger. fidocrm.com

Polly. Self-hosted prediction market trading desk with Kalshi and sportsbook price comparisons. polly.market

Ghostly. macOS voice-to-text app with local Whisper transcription and AI cleanup. try-ghostly.com

Daily Alchemy. Element-crafting puzzle game with hundreds of daily active users on iOS and web. dailyalchemy.fun

Your Life Weekly. iOS app, website, and store for applying Stoic principles to modern life. yourlifeweekly.com

BOARD & COMMUNITY LEADERSHIP

Grand Island Economic Development, Board of Advisors — Aug 2026 – Present

Collaborative Center for Social Innovation, Board of Directors — Jul 2026 – Present

Frank Lloyd Wright's Graycliff Conservancy, Board of Directors — Apr 2026 – Present

Equipment Leasing and Finance Association, Steering Committee, Independent Business Council — Oct 2024 – Present

Sunday Funds, Advisory Board Member — Jan 2023 – Present

Ten Thousand Villages, Vice Chairman, Board of Directors — Jan 2023 – Jan 2025

The Awesome Foundation, Trustee, Buffalo Chapter — 2020 – 2024

ACV Auctions, Diversity, Equity & Inclusion Committee Member — Jul 2020 – Aug 2022

PRESS & RECOGNITION

- Featured in Buffalo Business First, Buffalo Inno, The Buffalo News, The Denver Post, and Buffalo Rising.
- Podcast guest on Fill to Capacity (“Digital Detox and the Great Unscroll”) and Invest Buffalo Niagara.
- Good Neighbor Fund: inaugural recipient of a $25,000 Springboard Grant and NGU Pitch10 finalist.

EDUCATION & CERTIFICATIONS

Pavilion, CRO School (2024) and Enterprise GTM School (2022)

Google, Data Analytics Certificate (2021) · **Meliora Consulting**, Lean Six Sigma Green Belt (2018)

Buffalo State University, pursued a BA in History

Northern Virginia Community College, pursued an Associate's in Computer Science