

Connor Simonson

Strategic Partnerships · Innovation · Business Development

Westfield, IN | 317.840.1852 | connorsimonson@gmail.com | [linkedin.com/in/connor-simonson-7a0aba4a](https://www.linkedin.com/in/connor-simonson-7a0aba4a) | callconnor.com

SUMMARY

Partnerships and innovation leader with 11+ years building enterprise alliances, originating AI-powered product features, and shipping them with engineering teams. Drove B2B SaaS platform adoption to nearly 2x category benchmarks across a portfolio that included Corcoran, Sotheby's, eXp, and Berkshire Hathaway. Track record of \$60M+ in real estate sales, \$225K in cost savings, and 3.2M+ impressions through enterprise partnerships with the NBA, Indiana Pacers, Google, and MotorEV. Spent 2026 building and shipping AI systems firsthand. Most useful in growth-stage environments where partnerships are a core go-to-market motion.

EXPERIENCE

AI Systems | Simonson Partners LLC

Nov 2025 – Present

- Built and shipped callconnor.com, which answers a visitor's questions in their own company's context, scores fit and sentiment in real time, and writes every conversation into a lead pipeline with topics and follow-up priority.
- Publish experiments I run on my own systems and data, methods and numbers included, at callconnor.com/writing. Nine pieces to date; several are errors I caught in my own work, including a leaked feature that would have produced a fictional best-ever result and a standard retrieval fix that made retrieval worse.
- Built the tooling around it: a searchable knowledge base over my own notes and reading, scheduled jobs that run unattended, and local models for work that should not leave the machine.
- Delivered a live website and automation build for a small-business client.

Director, Partner Success | Cloze (B2B SaaS / PropTech)

May 2024 – Nov 2025

- Owned end-to-end partner success for ~15 enterprise B2B SaaS accounts including Corcoran, Sotheby's, F.C. Tucker, eXp, Windermere, and Berkshire Hathaway.
- Drove weekly active user adoption to 50–60% across the managed portfolio versus a 25–30% category benchmark; new accounts onboarded from scratch landed at the upper end of that range.
- Originated the personalized AI email feature: identified that agent-authored bios could serve as context for an AI ghostwriter, making one-to-one client communications scalable without losing authenticity. Built the case internally, led full rollout across the partner network, and trained partner teams on adoption.
- Conceptualized and co-developed Form Capture, an AI document-scraping tool that extracts structured data (sale price, agents, lender, contact information) from closing documents, surfacing transaction data brokerages had never been able to access and unlocking targeted promotion of mortgage, title, and insurance services.
- Served as the voice of the partner network in shaping the product roadmap. Partnered cross-functionally with engineering and product to design and ship novel features.
- Managed integrations and co-developed solutions with vendor partners including Canva, BrightMLS, PrimeStreet, dotloop, and ActivePipe.

Director, Innovation & Strategic Partnerships | F.C. Tucker

Jan 2023 – May 2024

- Brokered a strategic partnership with the NBA, naming F.C. Tucker the Official Accommodation Provider for non-player participants at the 2024 All-Star events.
- Secured Community Partner status with the Indiana Pacers and the City of Indianapolis, including city-wide branding tied to NBA All-Star developments.
- Negotiated an exclusive corporate partnership with MotorEV that generated 3.2M+ impressions and diverted 30K metric tons of CO2.
- Secured access to Google's proprietary generative AI technology to develop a next-generation home search experience for consumers, and launched a proprietary multimodal AI app serving both consumers and agents.
- Developed an in-house agent contact solution for 1,700+ employees, saving \$225K annually while boosting organic traffic.
- Restructured the corporate non-profit "Giving Circle," lifting employee participation 40% and contributions 23% over the prior benchmark year, and positioned Tucker as a "Match Partner" with Riley Children's Hospital to raise state-wide brand sentiment.

Manager, Corporate Marketing | F.C. Tucker

Jan 2022 – Jan 2023

- Built in-house content creation studios equipping 1,700+ agents and corporate staff with professional-grade production capabilities, reducing dependency on external vendors.
- Overhauled the agent training curriculum with technology-forward tools, improving engagement, sales production, and retention.
- Led brand-building marketing campaigns for agent and client acquisition, including a Monday Night Football broadcast spot.
- Launched branded assets and internal communications supporting a company-wide CRM and Transaction Management platform migration.

Real Estate Broker | F.C. Tucker

Dec 2011 – Jan 2023

- Closed \$60M+ over eight years of production, averaging \$7.5M annually, approximately 9x the per-agent industry average.
- Achieved a 20% client transaction return rate, more than double the 8% national average.
- Grew personal production portfolio by 700% over a 4-year span; held an active broker license.

LEADERSHIP & CIVIC ENGAGEMENT

Trustee, Chair-Elect | Realtor Political Action Committee

Jan 2023 – May 2024

- Evaluated 200+ candidates with a 94% victory rate; published a voter guide covering councilors, mayors, state house representatives, and senators.
- Lobbied legislators on consumer-protection issues, including HB 1068 to codify Buyer Agency Agreements and work with FHFA to rescind harmful LLPA rules.
- Fundraised from REALTOR members to champion homeownership policy at the state and national level, part of \$200K+ raised annually across Central Indiana.

Committee Member | BLC Technology Committee, MIBOR

Jan 2023 – May 2024

- Appointed by the board to review, evaluate, and recommend technology solutions for integration into the BLC Listing Service.

Chairman | Northside Division, MIBOR

Jan 2023 – Jan 2024

- Elected by peers to chair the largest MIBOR Division (2,500+ members), driving collaboration, advocacy, and innovation across the membership.

Co-Founder & Chairman | NextGen, MIBOR

Jan 2018 – Dec 2020

- Co-founded a professional development organization for rising real estate professionals; built in term limits and voted ourselves out of power so the organization would outlast its founders. It did.

SKILLS & TOOLS

Partnerships & GTM: Strategic Partnerships · Enterprise Partner Success · B2B SaaS · Customer Success · Account Management · Business Development · Go-to-Market Strategy · Channel Partnerships · Adoption & Retention · Stakeholder Management

Product & Innovation: Product Management · Feature Origination · Roadmap & Voice of Customer · Cross-Functional Leadership · Applied AI · LLM & Retrieval Evaluation · Agent Design · Prompt Engineering · Multimodal AI

Leadership: Executive Engagement · Change Management · Training Program Design · Content Strategy · Political Advocacy

Tools & Platforms: Cloze CRM · Canva · BrightMLS · dotloop · ActivePipe · PrimeStreet · Claude / Anthropic API · local LLMs · Airtable · n8n · Git

EDUCATION

Master of Business Administration (MBA) – Indiana University, Kelley School of Business

Bachelor of Arts, Marketing – Indiana University, Kelley School of Business