# Kia Fariba

**Marketplace Growth | Business Development | Partnerships**

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Marketplace growth and business development leader with seven years at Walmart across third-party (3P) seller acquisition, international expansion, category management and B2B partnerships. Builds teams and repeatable onboarding, reporting and sales-enablement processes for new growth businesses.

## KEY ACHIEVEMENTS

- Individual results: Generated **$30M in gross merchandise value (GMV)**, **15x the $2M individual goal**, at the FY2021 performance review.
- Team growth: Led a Walmart Marketplace team to **4,500 seller launches, 50% above plan**, and **$80M in new-seller sales, 25% above plan**, in calendar 2021.
- International expansion: Co-built a seller pilot whose cohort generated **$50M in incremental GMV and $3.6M in net profit** in its launch fiscal year.
- Recognition: **Three-time Walmart Making the Difference Award recipient.**

## PROFESSIONAL EXPERIENCE

### MY COLLABORATING DOC, LLC — 2024-Present

Co-Founder and CEO

- Lead go-to-market strategy, pricing and partnerships for a healthcare services marketplace connecting psychiatric nurse practitioners with collaborating physicians.
- Develop intake, contracting and onboarding workflows with clinical and technology co-founders.

### WALMART BUSINESS — 2022-2024

Senior Manager, Business Development and Partnerships

- Developed partnership and customer-acquisition plans for Walmart Business, a B2B purchasing platform, across the Walmart ecosystem.
- Led campaign planning for **10,000 brand-verified Marketplace sellers**, aligning audience selection, marketing communications and requirements for sellers to claim business accounts.
- Deployed a partner intake form and advanced Salesforce adoption for pipeline visibility and partner follow-up.
- Coordinated a cross-functional pilot that validated ship-to-store ordering for a business operating inside a Walmart store.

### WALMART MARKETPLACE — 2021-2022

Business Development Lead, Home

- Built Walmart Marketplace's first inbound business development team; **hired and trained four specialists** and supported one associate's promotion through coaching and project ownership.
- Created and taught **Revenue Finder**, a prospecting method combining Salesforce pipeline data, Excel and ZoomInfo to identify seller opportunities.
- Designed opportunity-routing changes and coached sellers and specialists through verification, onboarding, launch and account reactivation.

**WALMART MARKETPLACE** 2020-2021

Manager, Strategy and Business Development

- Ranked **first on the business development team in GMV**; launched **approximately 1,100 sellers against a 120-seller goal** at the FY2021 performance review.
- Recovered **157 misassigned Salesforce opportunities** across 12 business development managers, restoring ownership and follow-up after an automated routing error.
- Connected sellers with fulfillment, advertising, listing-quality and shipping resources to address barriers to marketplace performance.

**WALMART MARKETPLACE** 2019-2020

International Program Associate, Marketplace Growth Strategy and Operations

- Co-built the international seller pilot in a **two-person team** and authored the business case to re-evaluate approximately **11,000 previously declined applicants**.
- Coordinated Legal, Trust and Safety, and anti-money-laundering reviews, securing approval for **75+ sellers across 19 countries**.
- Managed seller verification, contracts and launch execution; approximately **50 sellers made their first sale** in the 2019 launch cohort.

**WALMART ECOMMERCE** 2017-2019

Category Management, eCommerce

- Managed Building Equipment and Kids' Bikes categories with **$6M and $100M in annual sales**, respectively, spanning assortment, pricing, supplier relationships and profitability.
- Grew Building Equipment sales **28% year over year to $6.8M in 2018**; secured **$88K in cumulative vendor marketing funding** across category work.
- Built an Excel-based customer-feedback workflow that translated product-page issues into weekly owner actions and **more than 1,800 fixes**.

## ADDITIONAL EXPERIENCE

**GLG** | Council Member and Expert Advisor | 2024-Present

Advise on marketplaces, retail, ecommerce, seller economics and category dynamics.

**Grow** | Marketing Associate, Product Marketing | 2016-2017

## EDUCATION AND CREDENTIALS

**University of California, Berkeley** | B.S., Environmental Economics and Policy | 2016

eCornell | Data Analytics Certificate | 2021

Product School | Web Development Certificate | 2017

## SKILLS AND TOOLS

Marketplace strategy; seller acquisition and activation; strategic partnerships; go-to-market strategy; sales enablement; pipeline management; category P&L; cross-functional leadership.

Salesforce; ZoomInfo; LinkedIn Sales Navigator; Excel; Tableau; Looker. Spanish: fluent.