VPRG
CONSULTING

Revenue strategy and business development

VPRG helps companies nationwide design new products, monetize audiences and data, enter new markets, and build partnerships from first pitch through launch.

Christina Lindley, Founder & CEO



Clients/Partners

EXPERIENCE ACROSS MARKETS: **EDUCATION & EDTECH, FINANCE & FINTECH, RETAIL, BEAUTY, HEALTH & FITNESS, GAMING, SPORTS, LOYALTY & REWARDS, TRAVEL & HOSPITALITY, RESTAURANTS, CONSUMER RESEARCH, DATA & TECHNOLOGY, MEDIA & ENTERTAINMENT.**

ScholarshipOwl

Product monetization and partnerships for a national student audience.

kashkick besitos

B2B expansion into media, creator, career, and education markets.

Student Choice

Loan economics and customer acquisition.

adstra

Data partnerships and deal negotiation.

THE COLLEGE INVESTOR
NAVIGATING MONEY AND EDUCATION

Advertising partnerships.

JAZZ EMPOWERS

Board leadership. Budget grew over 16% in 12 months.

SIDERMAN LAW
Abogados de Inmigracion

Operations, client service, and brand development.

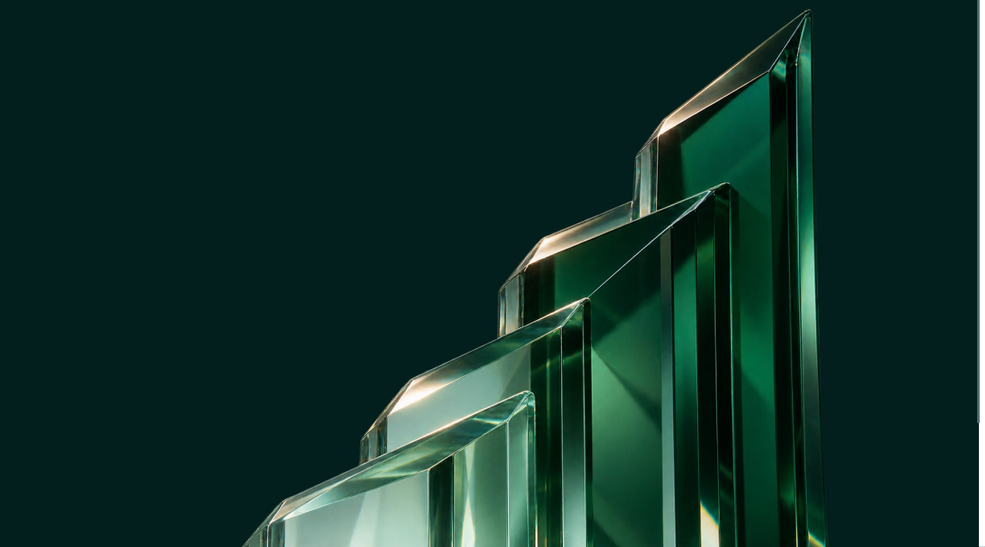
Mateo Siderman

Sponsorships and media partnerships.

> *"Christina is a rare operator who truly understands the intersection of product and revenue."*
>
> ScholarshipOwl

Where VPRG creates revenue

> *“They helped us expand our partnership ecosystem, improve our loan economics, and unlock new marketing channels that drove more efficient applications and stronger ROI.”*
>
> **Michael Weber, CMO, Student Choice**



01 Revenue and product strategy

We identify new revenue streams, design products around buyer needs, test demand, and set pricing.

02 Audience and data monetization

We package your audience reach and data into advertising, sponsorship, and licensing deals.

03 Market positioning and expansion

We select new markets, build your go-to-market plan, and open distribution channels.

04 AI-enabled business development

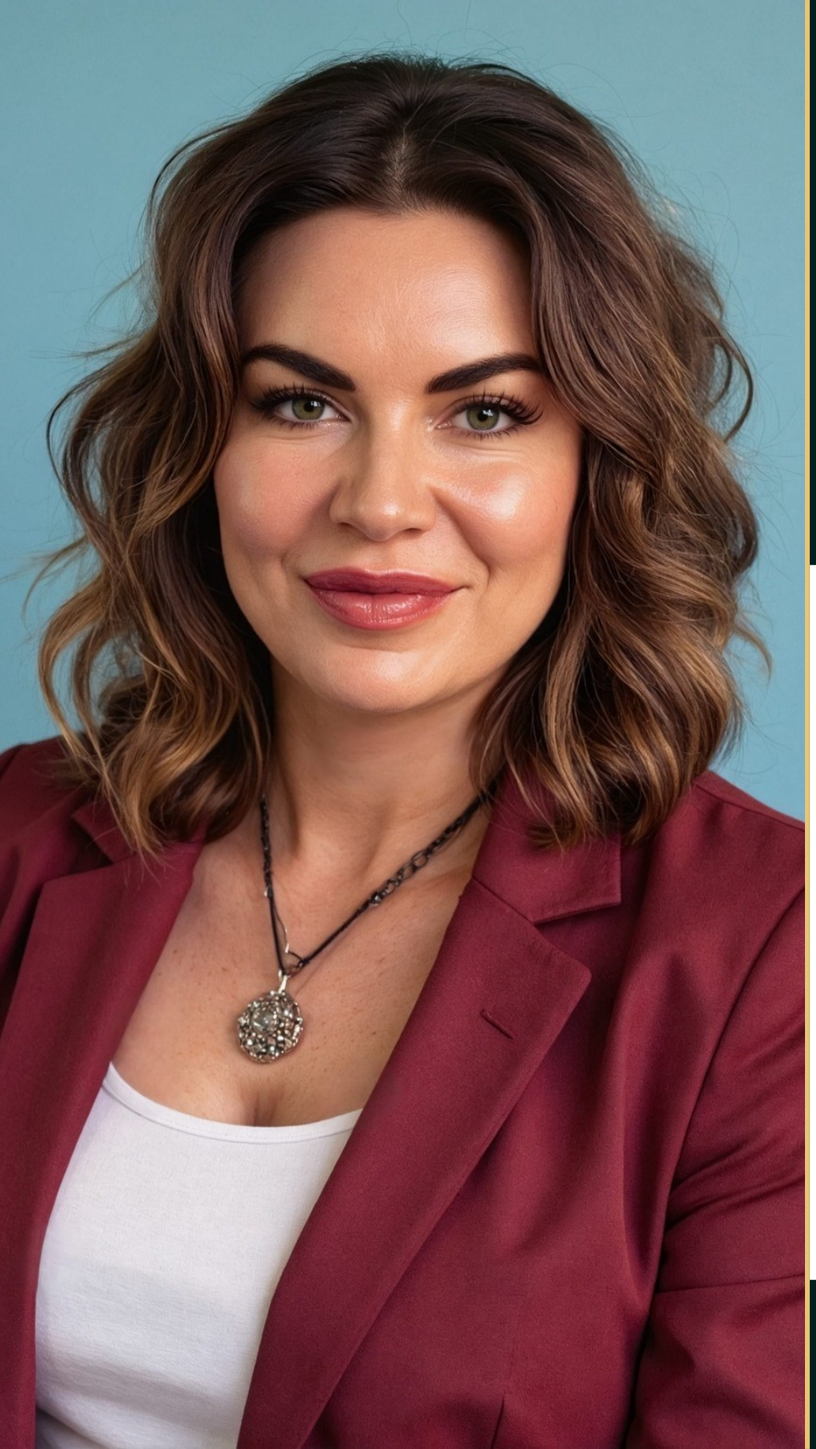
We build an AI-enabled prospecting process for your team. Christina personally leads outreach and buyer conversations.

05 Strategic partnerships and deal execution

We pitch decision-makers, negotiate terms, and manage deals through contract, launch, and renewal.

06 Sales optimization and revenue expansion

We find where deals stall, build a repeatable sales process, improve conversion, and grow existing accounts.



Work directly with Christina

Christina Lindley, Founder & CEO

Christina brings 20+ years in revenue strategy to your team. She draws on her experience in the boardroom, at the poker table, and on screen to uncover what buyers value and negotiate deals they want to sign.

Christina was VP of Revenue and Partnerships at **Bold.org**, which has awarded **nearly $20M** in scholarships. As VP of Business Development at College Loan Corporation, which funded **$19B** in student loans, she grew new business for one product line by **360%**.

Christina is board president of Jazz Empowers, a national nonprofit serving **58,000+** students in **1,000+** schools across **46 states**. She helped secure its largest corporate sponsor and grow its budget by over 16% in one year.

As a professional poker player, she competed at the highest tournament levels and won **over $2M** in her career. A World Poker Tour “One to Watch,” she finished **fifth** at the WPT Grand Prix de Paris.

Her credits as a SAG-AFTRA actor include HBO’s *Curb Your Enthusiasm*, MTV’s *Wild ’N Out*, and the feature film *The Marine*.

Monthly engagements can include performance compensation.

Quoted as a thought leader and seen in....

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FAST COMPANY | Inc. | Newsweek | Investopedia

MONEYWEEK | Southern Living | yahoo!finance | AOL

MoneyLion | ValiantCEO | Woman Founded MAGAZINE | the Manor

MarketingProfs | THE FINANCIAL BRAND | REVENUE BREW | TechRound

brobible | EXECUTIVES DIARY | AZ BIG MEDIA | FI The Food Institute

BBN Times | Selling Signals | enrollify by Element451 | GLOSSY

"I find the partner, sell the idea, negotiate the contract, get it through legal, help launch it and keep the relationship producing."

Christina Lindley, quoted in MoneyLion

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Two EdTech companies wanted to expand. Christina generated millions in recurring revenue at each.

Both started with EdTech partners only. Within 12 months, Christina had sold advertising and data partnerships to buyers outside education.

NEW PARTNER MARKETS

Retail	Credit bureaus	Travel
Beauty	AI companies	Hospitality
Gaming	Fintech	Rewards



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Christina led a client-approved expansion to win enterprise customers

01 Proposed a joint product

The first enterprise buyer needed more than the client could supply on its own. The client approved her plan to combine its product with competitors' offerings.

02 Recruited competitors as partners

Christina cold-pitched 10 competing suppliers to contribute their own products.

03 Led product strategy and design

She negotiated terms and helped design one product at the scale buyers needed.

04 Sold the joint product to enterprise buyers

She closed multiple six-figure annual contracts for the client and its partners.

Millions in recurring annual contracts

Total across the client and its partners



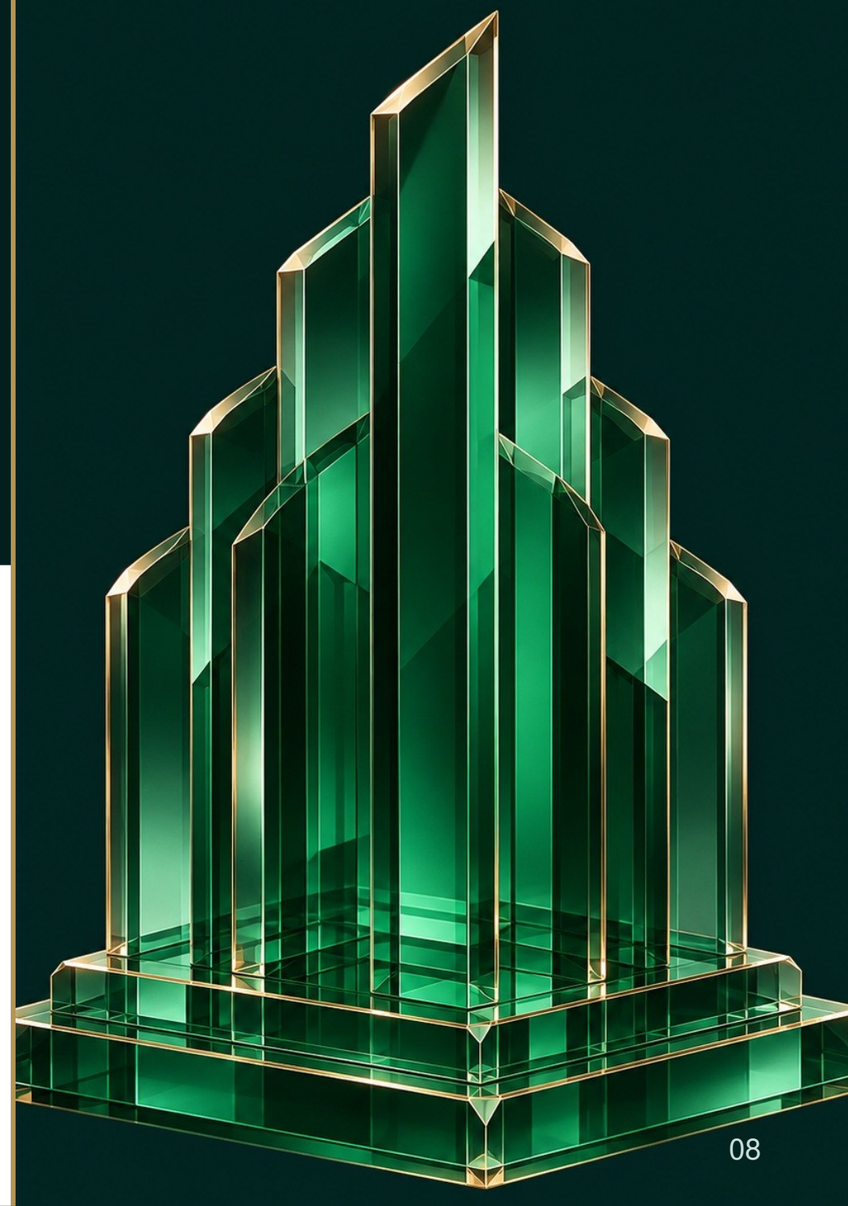
CASE STUDY 03 | Market expansion

Six new partner markets in 12 months

An Inc. 5000 company had struggled to win partners beyond rewards and fintech. Christina helped it close deals in each of the six markets below.

NEW PARTNER VERTICALS

Job and gig platforms	Influencers
EdTech companies	Sports organizations
Nonprofits	College marketing agencies



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Let’s build your next revenue stream



Book a conversation

Christina Lindley, Founder & CEO

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