

## RORY PANNKUK

2026 HBS Mail Center, 700 Soldier Field Road  
Boston, MA 02163  
rpannkuk@mba2026.hbs.edu  
(805) 722-8598

### education

- 2024-2026 **HARVARD BUSINESS SCHOOL** **BOSTON, MA**  
Candidate for Master of Business Administration, May 2026. Formula 1 Club (Co-President), Section B Leadership (Admissions Rep), Hypatia Partners LLC (Co-Founder of student-managed fund), Tech Club, Disability at HBS Club
- 2015-2019 **SANTA CLARA UNIVERSITY** **SANTA CLARA, CA**  
B.S. in Commerce, Finance; Economics (dual degree), *magna cum laude*. Alpha Sigma Nu Honors (4% of class), Dean's Scholarship. Twice elected class senator (representing 6K+ students). Founder, Innovator's Student Union, lobbied \$11M investment for entrepreneurship center. Founding member, Ciocca Center's Industry Advisory Board.

### Experience

- Summer 2025 **CLASSACT** **BOSTON, MA**  
**Founder & CEO, HBS Rock Center Summer Fellowship**  
Secured competitive HBS Rock Center grant to launch *ClassAct*, a fundraising platform that streamlines donor prospecting, nurturing, and engagement for universities and private schools.
- *Customer Discovery*: Interviewed 50+ advancement and alumni relations leaders at 20+ U.S. and Canadian institutions to validate market demand and uncover CRM/tech gaps.
  - *MVP Strategy*: Designed and presented an MVP roadmap based on synthesized pain points and personas, earning pilot commitments from four institutions.
  - *Business Plan Viability*: Analyzed cross-functional success factors (funding, university partnerships, go-to-market execution) beyond product-market fit to build an integrated framework for startup viability and growth.
- 2019 - 2024 **ACCENTURE PLC** **SAN FRANCISCO, CA**  
**Management Consultant, Customer Sales & Experience**  
Advised senior sales leadership at B2B SaaS, Cloud, and big tech companies on strategic and operational challenges.
- Promoted twice ahead of schedule during annual reviews and awarded Accenture's only two merit-based recognitions in FY22, each given to top 5-10% of 200+ peer group respectively.
  - Spearheaded research and co-authored study on sales and commerce industry trends, challenges, and imperatives for the software and platforms industry in FY24, including implication of GenAI in customer engagement.

#### *Select Project Experience:*

##### ***Partner Sales and Experience Strategist – Global Cloud Service Provider***

Orchestrated workstream across five continents to fortify sales partner capabilities across business units, tripling client's target sales growth and redefining partner experience for over 3M sales partners managing \$108B in revenue.

- Led current PRM process assessment and go-to-market sales playbook redesign with senior leadership team across six business units to improve co-sell partner engagement.
- Created 35+ strategic roadmap for major global tech company's partner engagement operating model, which led to broad adoption and implementation across global organization.

##### ***Business and Digital Strategy Architect – Large B2B SaaS, Networking, and Cloud Provider***

Orchestrated operating model and recurring revenue monetization framework for CX organization at renowned SaaS company, projecting \$388M in profits earned through self-service sales engagement and support automation.

- Enabled senior leadership, including Chief Digital Officer (CDO) and Chief Operating Officer (COO) to redefine end-to-end customer sales and post-sales experience; findings were placed on client's FY22-23 roadmap, reimagining 50K+ person employee organization.
- Managed a diverse team of 40+ sales and operations experts to win \$36M in new business.

### personal

Disability advocate pushing for normalization of disabilities in the workplace; paralympic-trained wheelchair fencer (competed nationally in saber, épée, and foil for 10 years; was youngest wheelchair fencer in US when 8 years old); enthusiast for voice acting, Formula 1, the Killers, the Boston Red Sox (despite being a born and raised Californian)