



Matthew O'Reilly

Partnerships Leader · SaaS · POS · Payments

Built a partner function from scratch into €11M+ in pipeline — pre-seed to Series B.

matthew@icommerce.ie +353 85 111 0255 [linkedin.com/in/oreillymatthew](https://www.linkedin.com/in/oreillymatthew) Dublin, Ireland

€11M+

Partner-sourced pipeline

€1.5M+

Closed won ACV

#1

Lightspeed Wingman of the Year 2026

€1.6M+

Peak quarterly pipeline

6x

Pipeline growth since joining

40+

Across POS, payments, SaaS & reseller

SUMMARY

Partnerships leader with a decade across hospitality tech, POS, payments, and SaaS — with a foundation in entrepreneurship, having built and run my own EMEA POS distribution business from scratch. Joined Nory at pre-seed as the first partnerships hire and built the function end-to-end into a primary GTM motion, generating €11M+ in pipeline through pre-seed, Series A, and Series B. I don't just manage partner relationships — I architect the commercial models, design the motions, and build the infrastructure that makes partnerships a real revenue channel.

EXPERIENCE

nory

Sep 2023 —
Present
UK, Ireland & USA

Manager, Partner Growth

Joined at pre-seed as Nory's first partnerships hire and built the function end-to-end through Series B. Sole partnerships manager covering UKI and the US, with scope expanding into co-sell, integration coordination, and CS escalation as the business scaled.

AWARD Lightspeed Wingman of the Year 2026 — awarded across Lightspeed's global partner ecosystem, recognising Nory as their highest-performing partner relationship of the year.

- Built the partner function from zero into a primary GTM channel — €11M+ in partner-sourced pipeline across 400+ deals, scaling alongside the business from pre-seed through Series B.
- Generated €1.5M+ in closed won ACV across 84 partner-sourced deals.
- Scaled annual pipeline 37% YoY and grew quarterly pipeline from €707K to €1.6M+ (+128%), with deal volume up 54%.
- Architected a 40+ partner ecosystem across four routes to market — integrations, referrals, resellers, and co-sell — each with its own commercial model and GTM playbook.
- Launched Nory Capital, an embedded finance offering, via a partnership with a specialist lender.
- Diversified Nory off single-partner dependence into a true multi-channel model spanning POS, reseller, and referral routes to market.
- Partnered with Product and Engineering on integration prioritisation — including building the internal business case for dedicated integration resourcing.
- Supported US market entry through partner ecosystem mapping and GTM strategy.
- Designed referral, reseller, and co-sell motions from scratch — including SPIFFs, partner enablement, partner-tagging in HubSpot, and joint GTM playbooks the sales team actually uses.



Oct 2021 — Sep
2023
London

Partner Growth Manager

Managed strategic partnerships across EMEA within Lightspeed's global POS and payments ecosystem, covering integrations, referrals, and reseller relationships.

- Grew partner-sourced MRR 5x — from €2K to €10K+ per month — through new partner activation and deeper enablement of existing relationships.
- Owned all key EMEA partners across three motions: integrations, referrals, and reseller — managing commercials, enablement, and joint GTM activity for each.
- Built relationships across the wider POS, payments, SaaS, and hospitality tech ecosystem that I still draw on today.
- Worked cross-functionally with Sales, Product, and Marketing on joint go-to-market initiatives, including co-marketing campaigns and partner-led pipeline plays.



Jun 2014 — Nov
2016
Ireland

Founder & Managing Director

Founded and ran Cloud iCommerce as an EMEA distributor of POS and payments solutions — building the business from the ground up through reseller and channel sales over 2.5 years.

- Built a distribution business from scratch covering POS and payments solutions across multiple EMEA markets.
- Owned the full commercial cycle: vendor relationships, channel partner recruitment, commercial agreements, customer acquisition, and account management.
- Developed deep first-hand understanding of the POS and payments ecosystem from the reseller side — the same perspective my partners now sit on, which informs how I run partnerships today.
- Operated as a one-person commercial function — sales, partnerships, operations, and finance.

EARLIER CAREER



VP of Sales — Vudini

Jan 2021 — Oct 2021

Led GTM across EMEA and North America for an early-stage SaaS business.



Sales Director — EPOS Now

Jul 2020 — Jan 2021

Led the Irish sales team selling POS and payments solutions into hospitality and retail.



Account Executive, Mid-Market / Enterprise — NextRoll

Oct 2019 — Apr 2020

Closed new business across EMEA at 280% of quota.



Account Executive → Senior Account Executive — Indeed

Jul 2018 — Oct 2019

Sold employer branding and recruitment solutions to UK and Ireland enterprise clients; promoted to Senior AE within the year.



Inside Sales Specialist — MHR Analytics

Jan 2018 — Jul 2018

Sold business analytics solutions into UK and Ireland mid-market clients.



Business Development Manager — Kooomo

Nov 2016 — Aug 2017

Sold ecommerce SaaS into European retailers — first commercial role after Cloud iCommerce.

SKILLS

Strategic Partnerships	Channel & Reseller Strategy	POS & Payments Ecosystems	Hospitality SaaS
Partner-Sourced Pipeline	Co-Sell & Partner Enablement	Commercial Negotiation	Integration Strategy
GTM Execution			
Cross-Functional Leadership	Pre-Seed to Series B Scaling		

Let's talk.

A decade building partner ecosystems across SaaS, POS, and payments. If you're serious about partnerships as a revenue channel, let's talk.

matthew@icommerce.ie +353 85 111 0255 [linkedin.com/in/oreillymatthew](https://www.linkedin.com/in/oreillymatthew) Dublin, Ireland