

Marlon Holloway

Sydney, Australia • marlonpholloway@gmail.com • +61 458 770 822

linkedin.com/in/marlonholloway / marlonholloway.com

Professional Summary

Hi, I'm Marlon. A Business Development Executive at Amazon (Retail). With 5+ cumulative years between Big-Tech business development, AI/Automation program management and commercial strategy at Amazon and Uber. A tried and tested APAC professional, fluent both in business soft skills and advanced technical capacity. Driving scaled GTM success, C-Suite/VP level stakeholder management and data-driven and programmatic ethos; achieving 1.4k – 12k partner portfolio growth and \$178M to \$600M gross sales growth 2021-2023 at Uber and +56% YoY gross profit increase at Amazon AU (2024-2025). I hold a Bachelor of Business from RMIT University, where I specialized in AI technologies; AGI Theory, Ethics and Development. Throughout both academia and proven industry experience, I have established thought leadership and impact in AI product and deployment; with numerous tools I've built currently adopted worldwide across Amazon Commercial Services teams (in NA, APAC, EMEA), alongside academic scholarship and award for AI change consulting in both tertiary education and AU retail sectors.

Education

RMIT University

Melbourne, VIC

Bachelor of Business – (BBus - with High Distinction)

March 2021 – May 2024

(Double Major): Management and Change / Innovation and Enterprise – 3.8 GPA

Relevant Coursework: Management and Leadership Theory / Emerging Technologies, Generative AI.

Professional Experience

Amazon

Sydney, NSW

Business Development Executive – Mass Vendor Recruitment

Sep 2024 – Current

- Longform stakeholder relationship management across C-suite level, S&P 500 retail partners, including business strategy development, executive commercial negotiation and trust building across >2K partner funnel.
- Developed 2025 and 2026 data-lead Sports and Outdoors category selection strategy via multi-criteria data modelling. Prepared and documented via Amazon strategy doc; aligned leadership and deployed operational strategy across x3HC with +270% against FY OPS goal.
- Lead prolonged strategic stakeholder negotiation, objection handling and value proposition for top global enterprise holdout partners (YETI, Authentic Brands Group, Callaway, Acushnet, Helen of Troy, Brunswick Corp, Revelyst, Shimano, Yonex, Steeden); closing x15 longform established holdout relationships 240% above yearly goal and 53% of 12HC org full year delivery, driving additional \$4M AUD GMS Q1-Q2 (2025).
- Developed and led the AI efficiency and automation program for the Amazon Australia Selection organisation, owning roadmap prioritisation, team upskilling, stakeholder alignment, adoption metrics, and deployment delivery across x31 cross-functional technical tool builds that improved productivity and scaled operational capability.
- Delivered end-to-end AI solutions using Amazon Web Services Amazon Bedrock and AgentCore frameworks, building LLM-powered agentic workflows and internal tools from concept to production. Leveraged prompt orchestration, retrieval-based knowledge sources, APIs, and human-in-the-loop controls to automate business development and onboarding tasks, automating organisational timesavings ~21K hours, 21% weekly between 2024-2026.

Uber

Melbourne, VIC

Technical Program Manager – Merchant Operations (Grocery & Retail)

Jan 2023 – Sep 2024

- Directed a cross-functional ANZ retail quality transformation across 10,000+ merchant partners, leading partner segmentation, contractual change communications, and performance-based merchant offboarding. Collaborated with Legal, PR, Sales, and executive leadership to improve platform quality metrics by 31% within one quarter; recognised as the business's highest-priority strategic initiative in 2024.
- Led technical onboarding and catalogue product development for strategic ASX30 enterprise partners, including Coles, Woolworths, and national retailers, designing bespoke onboarding solutions that improved catalogue quality metrics by 15% YoY and supported the expansion of the Uber Eats Enterprise offering from 1,400 to 12,000 participating merchants (2021–2023).
- Owned the development and delivery of a mobile product capture platform, enabling retail partners to digitise grocery catalogues through barcode-guided image capture and automated catalogue enrichment, increasing image coverage from 71% to 92% 2023 Q3 - 2024 Q2.

Quality Assurance Specialist – Catalog Operations (Grocery & Retail)

Dec 2021 – Jan 2023

- Drove regulatory compliance, safety, and big-data audits for ANZ on-demand alcohol and pharmaceutical launches. Spearheaded project tracking in high-risk market entries, ensuring strict adherence to regulatory standards, which unlocked NSW, ACT, and QLD markets, contributing to a \$185M YoY sales increase (2021-2022).
- Streamlined alcoholic item safety by developing tools and AI automations that identified and tagged “at risk” items, reducing CX facing defects from 10% to 0.3%; keyword-based ML model boosted audit efficiency, achieving 99.7% real-time safety coverage, reducing hourly process demand from 11 - 0.5 hours across X2HC.
- Cross-cultural management process of offshoring and training of x10 person COE team in Manila & x7 person team in Hyderabad; resulting in +22% increase in weekly time based productivity.
- Developed and executed high-volume SQL querying and technical dashboard creation, handling over 500k rows of data weekly.

Protect Our Winters (POW)

Melbourne, VIC

Partnerships Manager

March 2023 – June 2024

- Built POW Australia's partnerships function, designing and executing a cross-sector partnerships strategy across government, industry, and community organisations that secured \$50K+ in funding for the 2025 ANU Our Changing Snowscapes climate research report.
- Expanded the POW partnership team, successfully onboarding, educating, and integrating x3 additional headcount from 1 - 4 (Q1 - Q3, 2024)

Ernst & Young (EY Sweeney)

Melbourne, VIC

Market Researcher

Nov 2021 – Feb 2022

- Analysed and processed qualitative data from over 3 major state-government projects, using advanced interview and behavioural research methodologies; expanded data acquisition capabilities by +40%.
- Managed quality relationships with key business stakeholders; maintaining a client satisfaction rate of top 10% within quarterly review metrics.

Leadership / Volunteering

RMIT University Snow Sports (Incorporated University Club)

President

Feb 2021 – June 2024

- Directed a 15-person cross-functional and multifaceted team, receiving Vice Chancellors award for 2024 RMIT Leader of the Year and Club of the Year; headcount growth from 3 to 15 (2021-2023).
- Engineered a strategic growth and marketing plan that resulted in a +328% increase in paid memberships (140 → 600, 2021 -2023) establishing the community as both the largest youth-based snow sports association in ANZ and within RMIT, managing a \$300K yearly budget.

LLM Learning: Generative AI Consulting @ RMIT

Melbourne, VIC

Technical Consultant

Feb 2023 – Oct 2023

- Spearheaded the development, technical consulting and change management for generative AI educational policies and AI embedded course curriculum structure; received L&T academia award from the RMIT Vice Chancellor.
- Designed and delivered technical presentations and communications, roadmapping the generative AI education plan for RMIT, aligning strategic educational goals with innovative AI advancements.

Awards

RMIT College of Business and Law Medal

April 2024

Top faculty honour for academic excellence, leadership, and community impact

RMIT University Higher Education Award

April 2024

University-wide recognition for one graduate of outstanding academic performance, leadership, and community contribution; includes Masters scholarship as award.

RMIT Vice-Chancellors of Learning Teaching and Quality Award

April 2024

Research award by the Associate Deputy Vice-Chancellor, Learning, Teaching and Quality, recognising my generative AI pedagogy roadmap for RMIT Gen-AI deployment .

Joe Berry Award 2026 (Finalist)

June 2026

Prestigious national retail industry award recognising emerging leadership, innovation, and strategic thinking; chosen finalist for essay on: AI trend analysis and orchestration.

Skills & Interests

Technical: Big data analytics, SQL, Web Scraping, Python, Excel/G-Suite excellence, Agile, ML and AI Deployment, Ethics and Theory **Language:** Excelled literary skills; Academic and Business report writing, Narrative and Presentation techniques **Laboratory:** Design thinking, Behavioural business and Change management **Interests:** Skiing, Trail running, Acoustic guitar and AGI.

References available upon request.