

EXECUTIVE SUMMARY

ENT. SALES LEADERSHIP | PIPELINE ARCHITECTURE | GTM EXECUTION

Revenue Architect and Enterprise Sales Executive with 15+ years of experience designing, scaling, and operationalizing high-performing **enterprise, inside, and digital-first go-to-market organizations** across AI, automation, fintech, and enterprise SaaS. Proven leader in building revenue engines from early traction through predictable scale, with deep expertise in **high-velocity pipeline creation, inspection and architecture, forecasting rigor, digital selling motions**, enterprise deal execution, and organizational design.

Led sales organizations through ICP pivots, rebuilt pipeline strategy, closed complex \$1M+ enterprise deals, and installed end-to-end GTM infrastructure spanning Inside Sales, Field/Outside Sales, Customer Success, RevOps, and Partnerships. **Known for transforming ambiguity into repeatable process—improving forecast accuracy, accelerating ramp time, increasing expansion revenue, and reducing churn through disciplined execution and segmentation.**

Trusted partner to founders, CEOs, boards, and executive teams during periods of rapid growth, restructuring, and market transition. Recognized for blending structured, data-driven leadership with empathy and high-trust team cultures that sustain performance long after implementation. Graduate of the Harvard Business Analytics Program (2021) and winner of the HBAP Pitch Competition for an AI-driven fintech solution. **Specialize in turning complex growth challenges into clear, executable revenue systems that exec. teams trust.**

CAREER HIGHLIGHTS

- **Built and scaled revenue organizations from founder-led sales to repeatable, enterprise-grade GTM motions across SaaS, AI, fintech, and marketplace businesses.**
- Led multiple growth phases including **\$0 → \$20M ARR (4x)** and **\$25M → \$100M ARR (2x)**, navigating ICP pivots, organizational redesign, and market expansion.
- Closed complex **\$1M+ enterprise deals** with C-level stakeholders across multiple verticals, including fintech, real estate/mortgage, services, and marketplaces.
- Improved sales forecasting accuracy by **200%+** through disciplined pipeline architecture, deal inspection, and operating cadence.
- Drove sustained high-growth periods including **200%-400% YoY revenue growth** across multiple consecutive years.
- Led and executed **ICP transitions (SMB → Mid-Market → Enterprise)** while maintaining growth & improving deal quality and retention.
- Increased ARPU by **60%+** through segmentation, pricing strategy, expansion motion design, and multi-product GTM alignment.
- **Built partner, channel, and referral ecosystems to reduce CAC, expand pipeline coverage, and accelerate enterprise deal flow.**

EDUCATION

HARVARD UNIVERSITY

Business Analytics Program 2020-2021

Digital Strategy, Network Effects, Supply Chain Dynamics, Digital Marketing, Advanced Modeling, Data Science, Predictive Analytics, Data Visualization, eCommerce, Supply Chain Logistics and Statistics.



CSU LONG BEACH

B.A., Math. Economics 2002-2006

Applied Analysis, Statistics, Finance, Calculus I-IV, Econometrics, Competitor Theory, Consumer Demand Theory, Supply Chain Dynamics, Data Systems and Communication.



CORE SALES LEADERSHIP EXPERTISE

Enterprise & Mid-Market Sales • New Logo & Expansion • Pipeline Generation • Forecasting & Deal Rigor • ICP & Territory Design • Partner-Assisted Sales • C-Suite Negotiation • Salesforce & Modern GTM Stacks • MEDDIC / Challenger • Traction EOS • People Leadership & Coaching • Talent Development & Succession Planning • Change Management • Cross-Functional Influence • Executive Communication • High-Trust Team Building

PROFESSIONAL EXPERIENCE

Founder / Chief Architect / SVP of Sales / Business Development

2025-Present | Revitecture (www.revitecture.com) - Revenue architecture consultancy focused on building predictable, scalable GTM systems for startups and growth-stage companies.

Role & Scope: Advise founders and GTM leaders on designing end-to-end revenue systems spanning ICP definition, pipeline generation, deal structure, and forecasting. Develop and deliver structured engagements including diagnostics, revenue audits, and sprint-based implementations to transition companies from founder-led sales to scalable revenue engines. Operate as both strategist and operator—partnering directly with leadership to align sales, marketing, and customer experience into a cohesive, repeatable growth model. Build foundational GTM infrastructure including pricing strategy, expansion design, and revenue operating cadence.

Selected impact:

- Designed Revenue Architecture framework used to diagnose and scale early-stage and growth-stage revenue engines.
- Delivered revenue audits identifying pipeline gaps, conversion constraints, and expansion opportunities across client organizations.
- Built foundational GTM strategies enabling clients to improve pipeline quality, deal velocity, and forecasting visibility.
- Advised on transitioning from ad hoc sales efforts to structured, repeatable revenue systems aligned to growth targets.
- Launching Revitecture platform (late 2026) and service offerings, establishing positioning around revenue architecture as a distinct GTM discipline.

President & Executive Producer

2024-2025 | Go Fund Yourself - *National Television & Digital Media Property focused on Crowdfunding opportunities (Reg A & Reg C)*

Role & Scope: Led commercial strategy and revenue development for a nationally distributed television and digital media brand. Built sponsorship, partnership, and monetization strategy across media, brand integrations, and growth channels.

Selected impact:

- **Drove \$400K+ in revenue in the first six months (2H 2024)** while establishing scalable commercial infrastructure for end to end production & distribution.
- Produced & distributed 12 episodes (36 paid guests with open Crowdfunding Rounds) as well as multiple sponsorship commercials.

VP of Sales / Head of Sales

2022-2024 | Carro (www.getcarro.com) - *Network-effect e-commerce platform enabling cross-sell across retailer ecosystems.*

Role & Scope: Owned company-wide revenue strategy across new business, partnerships, channels, and account management. Designed and executed GTM plans spanning direct sales, strategic partners, and referral ecosystems. Served as player-coach, leading enterprise deals while building foundational sales processes and operating cadence. Partnered with executive leadership on pricing, customer experience, and operational alignment. Built and managed strategic partnerships to accelerate acquisition and reduce CAC. Created Carro's first structured revenue model, defining CAC, LTV, ARPU, and enterprise expansion drivers.

Selected Impact:

- Increased ARPU **61% YoY** (\$67 → \$108 MRR per customer).
- Scaled ARR from **\$700K → \$1.4M** in 2023 despite multiple company-wide furloughs.
- Doubled retailer client base through partner-led acquisition.
- Personally closed **\$360K+ MRR** in enterprise and retailer deals including TikTok, Netflix, NBC, Verb Tech. Co. & Barstool Sports.
- Built channel and referral motion that reduced CAC and improved deal velocity.
- Grew associated GMV by **\$4.4M** across existing and new customers.

PROFESSIONAL EXPERIENCE

SVP of Revenue / SVP of Sales / VP of Sales & Operations

2017-2022 | Verse.ai - AI-powered conversational commerce & revenue acceleration platform

Role & Scope: Owned end-to-end revenue strategy across new business, expansion, partnerships, and account management. Led GTM strategy across SMB, mid-market, and enterprise segments. Acted as executive partner to Product, Marketing, Sales, and Customer Success to align the full customer lifecycle. Directed ICP evolution and market expansion from SMB-led growth to mid-market and enterprise. Built strategic partnerships to diversify revenue streams and reduce CAC. Served as player-coach while scaling teams, systems, and operating cadence. Scaled inside and concierge-led revenue motions supporting SMB, mid-market, and enterprise segments, including outbound prospecting, inbound qualification, and expansion.

Selected Impact:

- Built and scaled a concierge/inside sales organization to **96 in-house reps**.
- Scaled ARR from **\$13M → \$18M** in FY22 (**\$22M run rate**), average RPU **\$4,300**.
- Reduced onboarding time **79 → 22 days**, cutting CAC payback **220 → 94 days**.
- Reduced churn **48%** and increased customer upgrades **425%**.
- Built mid-market & enterprise segment from **\$0 → \$13M ARR** (2020-2022).
- Closed **five \$1M+ enterprise customers**, including Angi's List, Lowe's, Fairway Mortgage, Homesnap, and Lennar.
- Expanded into Insurance, Education, Mortgage, Solar, and Home Services (**0% → 38% of ARR**).
- Launched two new products, increasing revenue diversity **22%**.
- Scaled Referral Network product from **\$4M → \$17M**, **acquired by Boomtown 2018**.

Account Executive / Sales Management / Director of Sales

2010-2017 | Various

Progressed rapidly from individual contributor to sales leadership by consistently exceeding quota and building scalable sales foundations. Developed expertise in consultative selling, pipeline generation, and full-cycle deal execution across SMB and mid-market segments. Managed and coached inside and field sales teams, improving conversion rates, deal velocity, and forecast accuracy. Built onboarding programs, sales playbooks, and early GTM processes that scaled with team growth.

TECHNOLOGY & REVENUE STACK

Revenue Systems & Tooling: Salesforce, HubSpot, Clari, Gong, Outreach, Salesloft, Apollo, 6sense, ZoomInfo

Revenue Operations & Analytics: Forecasting, pipeline analytics, KPI design, ARR/CAC/LTV modeling, capacity planning (Clari, Looker, Tableau, People.ai)

GTM & Marketing Infrastructure: HubSpot, Marketo, lifecycle automation, ICP segmentation, attribution frameworks

Collaboration & Execution: Notion, Jira, Confluence, Slack, Asana, Airtable

Sales Methodologies: MEDDPIC, Challenger, Command of the Message, Value Selling, Revenue Architecture

Tool-agnostic; experienced designing and optimizing revenue stacks aligned to growth stage and GTM motion.

NOTES & EXTRAS

People first, Process Second • Willing and able to travel as needed (& on short notice) • Passionate about AI, GTM Architecture, Selling motions, Playbooks, Building and Scaling High Performance Revenue Operations • Entrepreneurial Minded Transformational Leader • ENTJ • Enneagram 8 with a 9 wing • Clifton Strengths (5) - Strategic, Futuristic, Competitive, Significance, Restorative • Pilates enthusiast • Working on breaking 90 (golf) • Boy cat mom