

FRACTIONAL GTM, REVOPS & COMMERCIALIZATION

AI-Assisted Commercial Knowledge & Sales Operations System

ENGAGEMENT	DURATION	ORGANIZATION	INDUSTRY
Sales Team Optimization	0-6 months	Large Enterprise	Technology

THE CHALLENGE

Enterprise sales teams spent too much time researching accounts, preparing briefings, synthesizing stakeholder and deal information, and creating follow-up. Knowledge was scattered across tools and individual sellers, making execution slower and inconsistent. The organization needed a repeatable, human-governed way to surface context, risks, and next actions without sacrificing judgment or data quality.

WHAT I BUILT

Designed and built a multi-agent commercial workflow using persistent agents and model routing to automate research, account planning, briefing preparation, discovery synthesis, follow-up, and deal-risk review. Created reusable prompts, templates, quality gates, approval steps, and workflow handoffs; connected outputs to stakeholder maps, business cases, pipeline inspection, and operating cadence across a \$100M+ portfolio.

THE RESULT

Reduced preparation time by an internally estimated, rep-reported 96% while improving consistency, completeness, and speed of commercial execution. The system shifted teams from reactive research toward proactive decision support by surfacing missing information, deal risks, stakeholder gaps, and recommended next steps before account reviews and customer engagements.

RELEVANT CAPABILITIES

AI Strategy | Sales Enablement | Revenue Operations | Enterprise Sales Executive | Workflow Design | Account Planning