

FRACTIONAL GTM, REVOPS & COMMERCIALIZATION

Commercial Operating System: Revenue Operations, Partner GTM & Pipeline Governance

ENGAGEMENT	DURATION	ORGANIZATION	INDUSTRY
Commercial Operations	0-6 months	Large Enterprise	Technology

THE CHALLENGE	WHAT I BUILT
A technology business had strong market opportunity but no integrated commercial operating system. ICP and account priorities, partner activation, CRM governance, pipeline stages, attribution, forecasting, and seller cadence operated inconsistently. Leadership lacked a shared view of where pipeline was created, stalled, and converted, limiting focus, accountability, and predictable growth.	Designed and implemented an end-to-end GTM and RevOps engine: ICP/account segmentation, partner/channel prioritization, joint value propositions, shared-account mapping, referral and co-sell workflows, CRM hygiene and stage rules, coverage/conversion dashboards, forecasting, deal inspection, KPI governance, and weekly/monthly cadences. Documented owners, entry/exit criteria, playbooks, and enablement so the internal team could run the system without ongoing advisor dependence.

THE RESULT
Created a measurable commercial execution model that improved target-account focus, partner activation, pipeline visibility, forecast discipline, and seller coordination. Across the advisory portfolio where these operating practices were applied, the work produced \$1.8M in booked revenue and \$7.2M in qualified pipeline; a related partner initiative was associated with 35% year-over-year growth, based on internal reporting.

RELEVANT CAPABILITIES

Revenue Operations | Go-to-Market Strategy | Strategic Partnerships | Sales Forecasting | Data-Driven Decision Making | Sales Enablement