

FRACTIONAL GTM, REVOPS & COMMERCIALIZATION

Target Account Analytics & Commercial Execution

ENGAGEMENT	DURATION	ORGANIZATION	INDUSTRY
Sales Project Management	0-6 months	Large Enterprise	Technology

THE CHALLENGE

A \$100M+ portfolio of AI-native and digital-native companies required sharper ICP segmentation, target-account prioritization, and coordinated execution across complex enterprise opportunities. Leadership needed a repeatable way to focus seller capacity, improve pipeline quality, and translate technical demand signals into actionable sales plans.

WHAT I BUILT

Analyzed account, consumption, market, and partner data to segment the portfolio and prioritize high-potential targets. Built executable account plans, stakeholder maps, value propositions, business cases, forecasts, and deal-inspection rhythms. Coordinated product, engineering, security, finance, procurement, legal, and partner teams while documenting repeatable workflows and enablement for ongoing execution.

THE RESULT

Achieved 200%+ quota attainment by Q3 with zero missed quotas, delivered 19% year-over-year and 25% quarter-over-quarter incremental consumption growth, and closed multiple seven-figure net-new agreements, including individual total contract values above \$5M. The operating approach improved account focus, executive alignment, and execution discipline across the portfolio.

RELEVANT CAPABILITIES

Strategic Sales | Enterprise Sales Executive | Sales Forecasting | Cloud Computing | Value Selling | Cross-Functional Leadership