





ROBERT ALEXANDER

GTM Sales & Partnerships | Driving B2B SaaS Growth, Revenue Enablement, and Pipeline Growth

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PROFESSIONAL PROFILE

Seasoned Go-to-Market Strategist with a proven record of launching, scaling, and optimizing B2B SaaS solutions across enterprise and emerging markets. Skilled in designing GTM solutions, building high-conversion sales funnels, and driving multimillion-dollar revenue growth through data-driven enablement and strategic partnerships. Expert at blending product, marketing, and revenue operations to define product-market fit, accelerate adoption, and deliver measurable business outcomes. Recognized for building scalable workflows, mentoring cross-functional teams, and enabling C-level stakeholders through compelling ROI narratives and tailored training programs. Brings a strong foundation in RevOps, API integration, and workflow automation to unlock pipeline efficiency and product success.

CORE COMPETENCIES

- **GTM Sales Growth:** Go-To-Market Strategy | Sales Execution | Market Segmentation | ICP Development | Outbound Campaign Execution | Personalization at Scale | Product-Led Growth | SaaS Ecosystem Expertise
- **Partnerships & Sales Enablement:** Sales Enablement | Consultative Selling | Partnership Development | Co-Selling Strategies | Executive-Level Presentations | Training | Mentorship | Partner Enablement Programs
- **Revenue Operations & Systems:** Revenue Operations (RevOps) | GTM Operations | CRM Systems | Sales Tech Stack Optimization | Data Enrichment | Lead Scoring
- **Tools & Automation:** Workflow Automation | API Integration | Prospecting Tools (Clay, Apollo, Clearbit)
- **Collaboration & Customer Insights:** Cross-Functional Collaboration | Stakeholder Engagement | Customer Discovery | Product Feedback Loops

EDUCATION

IE BUSINESS SCHOOL

Master in Digital Business & Innovation

Madrid, Spain

Apr 2024 – Mar 2025

Minor: Technology Strategy & Digital Transformation | Business Automation & Operations Innovation

Key Focus Area: GTM Strategy · Digital Service Design · Business Process Automation · Product Management · Gen AI · Data-Driven Transformation

NEW YORK CITY COLLEGE OF TECHNOLOGY - CUNY

Bachelor of Technology, Computer System Informatics (First Class Honours)

New York, New York

Aug 2016 – Dec 2020

- Dean's List | Cum Laude | Published Author City Tech Writers Journal Vol. 16

PROFESSIONAL EXPERIENCE

R.A.C. TECH SOLUTIONS

Founder & GTM Strategist

New York, New York

Jan 2023 – Apr 2024

- **Go-to-Market Strategy:** Built and scaled a B2B SaaS analytics platform from concept to launch (0 → 1), generating **\$75K revenue** and a **60% increase in inbound pipeline** within 9 months.
- **Market Positioning:** Defined product-market fit across three verticals by conducting **competitive analysis, customer discovery, and value proposition design**.
- **Workflow Design:** Developed scalable **sales funnels, CRM automation, and SEO-driven campaigns**, improving lead conversion and accelerating pipeline velocity.
- **Enterprise Sales:** Delivered **consultative demos and ROI narratives** to C-level executives, closing **two multi-year contracts exceeding \$100K** each.
- **Cross-Functional Collaboration:** Partnered with engineers, designers, and enterprise clients to **co-create onboarding, retention, and workflow solutions**, boosting adoption and customer lifetime value.
- **Trusted Advisor:** Translated technical capabilities into **clear business outcomes** while channeling enterprise feedback into product roadmap improvements.
- **Partnership Development:** Built relationships with agencies and solution providers to enable **co-selling opportunities and joint GTM plays**, expanding market reach and client impact.

REMESH**Strategy Consultant****New York, New York****Jul 2021 – Oct 2022**

- **GTM Enablement:** Executed go-to-market strategies for **Accenture, BCG, and Deloitte**, driving adoption and retention across **enterprise SaaS programs valued at \$10M+**.
- **Training & Adoption:** Developed scalable **training programs and onboarding playbooks**, increasing software proficiency by **20%** and reducing onboarding time by **3 weeks** for enterprise users.
- **Vertical Strategy:** Operationalized **consulting-specific GTM verticals**, directly managing **15+ client engagements** and coordinating with **20+ internal consultants and FTEs**.
- **Stakeholder Engagement:** Built **champion networks and evangelist programs** that secured executive buy-in, driving **110% YoY revenue growth** and adding **1,200+ new enterprise users** to the platform.
- **Product Feedback Integration:** Analyzed **5,000+ user data points and enterprise feedback loops**, producing insights that shaped **3 new product roadmap initiatives** and improved customer experience strategy.
- **GTM Training & Mentorship:** Led **workshops and 1:1 coaching sessions for 50+ consultants and client stakeholders**, equipping teams with best practices in GTM workflows, enterprise adoption strategies, and solution implementation.

SV ACADEMY**Career Transition Consultant****New York, New York****Jan 2021 – Jun 2021**

- **Digital Enablement:** Built and scaled a career transition enablement system supporting **100+ users per month**, reducing average time-to-placement by **6 weeks** through operationalized best practices and optimized workflows.
- **Cross-Functional Collaboration:** Partnered with **Product, Learning & Development, and Operations teams** to co-design career programs that improved activation, engagement, and long-term placement outcomes.
- **Knowledge Management:** Created a centralized **Notion-based internal wiki** housing GTM playbooks, onboarding flows, performance KPIs, and system-wide process documentation.
- **Program Optimization:** Applied **user research and iterative feedback loops** to refine training content, improving learner retention and overall program satisfaction scores.
- **GTM Training & Coaching:** Facilitated **career transition workshops and 1:1 mentoring sessions for 80+ learners**, equipping participants with GTM playbooks, consultative selling skills, and SaaS workflow knowledge to accelerate job readiness.

SPOKEN LANGUAGES

- English (Native)
- Spanish (Native)