

LAURA DEITCH

Enterprise Sales & Growth Leader | GTM Strategy, Strategic Accounts & Digital Transformation
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EXECUTIVE SUMMARY

Strategic enterprise sales and growth leader with extensive experience driving multi-million-dollar revenue across technology, telecom, SaaS, and consulting organizations. Deep expertise in GTM strategy, digital transformation, and complex solution selling across Cloud, Data, AI/ML, Cybersecurity, DevOps, and enterprise modernization. Known for strengthening C-suite alignment, accelerating pipeline performance, and leading cross-functional teams to expand strategic accounts.

AWS Cloud Practitioner, SAFe 5 Scrum Master, and Clay Certified (Automated Outbound, Inbound, CRM Enrichment) with hands-on experience architecting modern GTM systems, multi-channel outreach engines, and precision targeting workflows. Former marketing leader for global brands, skilled at unifying brand strategy, analytics, and technology consulting to drive adoption and measurable outcomes.

HIGHLIGHTS & IMPACT

- Managed enterprise portfolios of \$25M–\$65M annually across technology, telecom & retail.
- Delivered 25–28% YoY revenue and pipeline growth through strategic account expansion.
- Led Cloud, Data, AI/ML, and Digital Transformation pursuits resulting in multi-year wins.
- Built modular GTM systems that increased outreach productivity by 40–50%.
- Strengthened C-suite relationships that advanced high-value programs across global clients.

CORE COMPETENCIES

Enterprise Sales & Revenue Growth | Strategic Account Leadership | Executive Relationship Management & Stakeholder Alignment | Cross-Functional Team Leadership | Business Strategy & Go-to-Market Planning | Complex Solution Selling (Cloud, Cybersecurity, Data, DevOps, App Development, Martech, AI/ML, IoT, AR/VR) | Automated Outbound & GTM Systems (Clay Certified – Automated Outbound) | Consultative & Value-Based Selling | Pipeline Development, Optimization & Forecasting | CRM Strategy (Salesforce, MS Dynamics, Clay) | Proposal, RFP & Contract Strategy | Strategic Partnerships & Alliances | Integrated Marketing (Digital, Broadcast, Retail, OOH, Sponsorship, Programmatic) | Brand Positioning & Customer Engagement | Digital & Business Transformation

PROFESSIONAL EXPERIENCE

Strategic Business Leader — Select Business & Tech Firms, Denver, CO

Apr 2024 – Present

- Designed GTM frameworks, outreach systems, and targeting models to support scalable revenue growth and market expansion.
- Created executive-facing pitch materials and value messaging to strengthen stakeholder alignment and accelerate engagement.
- Developed structured execution workflows, performance tracking, and prioritization rhythms to improve forecasting and operational clarity.

Sr. Client Partner — Globant, Denver, CO

May 2023 – Dec 2023

- Managed and expanded enterprise accounts across Technology (Dell Technologies, Intrado), Retail (Stanley Black & Decker, Estée Lauder), and Education (2U), generating more than \$25M in annual revenue.
- Led cross-functional GTM initiatives spanning Cybersecurity, Cloud, Data, DevOps, AI/ML, and IoT to align technical capabilities with business outcomes.
- Achieved 25% YoY pipeline growth by applying value-based selling and strategic account planning.
- Improved process efficiency by 30% and reduced operational costs by 18% through optimization of team workflows and GTM rituals.
- Developed and maintained C-suite relationships to support organizational alignment and accelerate program adoption.

Client Executive — UST, Denver, CO

Feb 2017 – Apr 2023

- Managed enterprise sales and strategic partnerships across Telecom & Media (T-Mobile, Comcast), overseeing \$40M+ in annual portfolio revenue.
- Delivered digital transformation programs across Cloud, Data, AppDev, Martech, and AI/ML, enabling measurable improvements in performance and modernization.
- Negotiated MSAs, SOWs, and multi-year agreements while driving retention, value creation, and upsell opportunities.
- Achieved 28% YoY revenue growth through executive alignment, strategic planning, and multi-workstream expansion.
- Led QBRs and executive reviews to strengthen alignment, refine priorities, and accelerate cross-functional delivery.

Marketing & Sales Executive — Registria, Denver, CO

Apr 2015 – May 2016

- Sold technology solutions and led integrated marketing initiatives across Manufacturing (Fuji, Sharp) and Consumer Electronics (Hisense, Conair).
- Coordinated digital activation programs to increase customer engagement and post-purchase conversions.

Marketing & Media Leadership — Publicis & Interpublic, New York, NY

Aug 1998 – Mar 2015

- Directed award-winning integrated campaigns across Beauty, CPG, Healthcare, Telecom, Financial Services, and Retail.
- Developed KPIs, measurement frameworks, and analytics structures to optimize campaign performance and improve ROI.
- Recognized with multiple DMA Innovation Awards for excellence in digital and mobile marketing.

BOARD & COMMUNITY LEADERSHIP

- Board of Directors, Women in Cable Telecommunications (WICT)
- Member, American Marketing Association (AMA)
- Organizer of executive panels, innovation forums, and charitable events

EDUCATION

Tulane University — Bachelor of Science in Management (Marketing, Minor in Music, Dean's List)