



📞 512.851.3033

✉️ gtmwithdaninow@gmail.com

📍 Fort Worth, TX

## Education

### B.S., Advertising

University of Texas at Austin, Moody  
College of Communication

2008 - 2011

### Business Certificate

McCombs School of Business

2008 - 2011

## Skills

- Founding Hire Experience
- Startup Consulting
- Go-to-Market Consulting
- Direct Sales
- New Partnership Development
- Partner Channel Management
- Customer Success Strategy
- New Business Strategy
- Onboarding Program Development
- Market & Competitive Research
- Value-Based Content Strategy
- QBR (Quarterly Business Review) Execution
- Pricing Strategy
- VC Channel Management
- Playbook Creation

# DANIELLE WOOD

## Go-to-Market Lead & Startup Consultant

### 👤 LinkedIn

Tenured cross-functional GTM Generalist with 10+ years in a client-facing role servicing the world's top startups and other ICPs, primarily in fast-paced and highly competitive environments. Core duties include ownership over the Business Development department (including existing clients) for an industry-leading startup backed by Salesforce Ventures. Key accomplishments include being a multi-time President's Club winner at various companies and setting the all-time record for upfront Retainers at a well-known services organization. Key logos won and managed include a16z, Sequoia, Bessemer, Notion, Greenhouse, Decagon & Shopify.



## Professional Experience

2025

### Blueprint Expansion (recruitment for startups)

#### Head of Business Development (Remote, Fort Worth)

- AI strategy consultant; developed a framework that automated data-driven customer storytelling to support high velocity sales and strengthen brand positioning
- Led SWOT analysis to reposition company more competitively for the VC-backed landscape; built a VC partnership framework that equipped leadership with messaging to secure first VC meetings with venture capital firm Lightspeed Venture Partners and others

2021

-

2024

### Candidate Labs (Salesforce-backed startup)

#### Founding Director of Business Development (Remote, Dallas)

- Managed key relationships with the world's most prestigious VC firms including Andreessen Horowitz, Sequoia Ventures, Bessemer Ventures, Bain Capital Ventures, & more
- Well-known new business accounts include Notion and Retool
- At Seed stage, joined as the Founding Business Development hire under 20 employees in a quota-carrying role spanning New Business Development with startups and Channel Partnerships with VC's; President's Club (2022)
- Helped drive rebrand post-tech downturn, repositioning firm as a top engineering recruitment partner for AI startups from an industry-leading go-to-market recruitment firm
- Over-exceeded quota, delivering \$2M+ in new business pipeline in Q2 2022; developed the first Customer Success playbooks, led client onboarding

2020

-

2021

### Betts Recruiting (GTM recruitment services)

#### Early Account Executive, SaaS Launch (Hybrid, Austin)

- Maintained client relationships post-sale
- Broke all-time Retainer revenue record in Q1 2021 (170%); led new customer storytelling initiative through data to strengthen brand equity across the startup ICP, enable sales, and secure notable VC partnerships (Bain Capital Ventures and others)
- Joined founding AE team to launch Betts Connect SaaS marketplace offering pre-product market fit in addition to recruitment services
- New SaaS and services logos won include Shopify, Drift, Cockroach Labs, and Greenhouse



# DANI WOOD



## Professional Experience

2018  
-  
2020

### PeopleGrove (Series A Edtech SaaS)

#### #3 Account Executive (Hybrid, San Francisco)

- Advocated for the democratization of social equity within education
- Promoted in <1 year to own Southeast U.S. new business ABM strategy, including market research and mapping for a premium SaaS suite, delivering targeted messaging and engaging senior stakeholders (VP, President, C-level) across decentralized university systems in complex deal cycles
- This was a disruptive sales cycle (no set budget) which included demoing software to C-level stakeholders, oftentimes including the University President or President of the Alumni Association
- Closed multi-stakeholder deals with Tulane and CalState; helped lead strategy and content for opportunities with the University of Texas at Austin, Texas Tech, and other key accounts
- Created and presented custom sales collateral to prospects throughout the sales cycle

2014  
-  
2018

### Impulse (Cybersec for HIED)

#### Founding BDR → Founding AM (Remote, Austin)

- Promoted to Founding Account Manager in <1 year; President's Club recipient; helped create and also executed first Customer Success initiatives (webinars, QBRs) that improved retention, CSAT, and drove a 2%+ NRR increase across a \$2M+ book of 200+ Higher Education clients
- Sold a suite of technically complex products (hardware + software licensing) with a disruptive sales motion, enabling account expansion in a competitive market

2013  
-  
2014

### Spiceworks (Series D Networking/ Adtech)

#### First AE, Lower Mid-Market Team (Onsite, Austin)

- Joined as the first AE on the Lower Mid-Market team; secured key logos including Amazon Web Services (AWS) within first 6 months through co-branded campaigns
- Curated paid media campaigns (display, email, and cross-channel) targeting IT audiences

2012  
-  
2013

### YP (Formerly AT&T Ad Solutions)

#### New Business Account Executive (Onsite, Austin)\_

- Recognized as Top New Media Sales in Austin across multiple periods (SEO, SEM, display, website creation); nationally recognized for top Direct Mail sales in company-wide newsletter
- Full-cycle prospecting role during YP's acquisition of AT&T Advertising Solutions, enabling SMB clients to transition from print to online media

## Skills

- Advanced AI Tooling
- Customer Education Programs
- Client De-escalation
- Cross-Sell & Upsell Strategy
- Churn Reduction Initiatives
- High-Stakes Client Communications & Engagement
- Client-Facing & Social Media Content Development
- Multi-Threading

## Tech Stack

- Salesforce
- Hubspot
- Outreach
- Clay
- Apollo
- Canva
- Slack
- Google Suite
- Microsoft Office Suite
- Crunchbase Pro
- LinkedIn Sales Navigator
- Hunter.io
- Notion
- Airtable
- ChatGPT & other LLMs
- Fathom/ Fireflies.ai