



# SETH LIST

## SDR LEADER

### ABOUT

Passionate SDR leader and GTM operations professional. Consistently exceeded quota as an individual contributor. As a Leader, successfully hired and developed 100+ SDRs with a 95%+ retention rate.

### PROFESSIONAL SKILLS

#### Leadership and Team Building

- Hiring, onboarding
- Training, enablement
- Coaching, talent development
- First and second line

#### SDR Strategy

- Modeling and annual planning
- SDR + AE operating motion
- SDR processes; people and tech

#### Process Optimization

- Process review and iteration
- Inbound and outbound

#### GTM Collaboration

- Marketing & Demand Gen
- Sales
- RevOps
- Finance
- Recruiting

#### Operations, Metrics & Reporting

- SDR, Sales, and Marketing Ops

### TECHNOLOGIES

Gsuite  
Salesforce.com/ Hubspot  
Outreach.io  
Groove  
LinkedIn / Sales Navigator  
ChatGPT / Gemini  
ZoomInfo Et al.  
Chili Piper  
Leadata

### CONTACT

P: 415.238.6497  
E: setherton.list@gmail.com  
<https://www.linkedin.com/in/sethlist/>  
Denver, CO

### WORK EXPERIENCE

#### MANAGER, INSIDE SALES & SALES DEVELOPMENT (AMER)

Lighthouse | Feb 2025 - Present

- Responsible for building and managing Inside Sales and SDR teams
  - 6 SDRs supporting the Americas; 4 NAMER, 2 LATAM
  - 4 Inside Sales Reps supporting NAMER
- Deep cross-functional collaboration with Sales, Sales Operations, Marketing, Marketing Operations and Product Marketing

#### SDR LEADER / SDR MANAGER

TeamSense | Dec 2023 - Aug 2024

- Reported to CEO at Seed stage vertical tech startup
- Responsible for GTM strategy, operations, and driving daily execution
- 3 direct reports; 1 inbound, 2 outbound
- Responsible for all outbound initiatives; training, messaging, sequence design, reporting, analysis and optimization
- Deep cross-functional collaboration with Sales, Marketing and Product

#### HEAD OF GTM AND GROWTH

24 & Up | Jan 2023 - Dec 2023

- Joined Venture Studio to lead Go-to-Market practice
- Supported early GTM experimentation for Studio ventures
  - Market analysis
  - Messaging and positioning experimentation
  - User research and product feedback interviews
  - Recruiting and hiring (sales and marketing)
  - Process design, tech selection and implementation, report and automation building

## HEAD OF GLOBAL SALES DEVELOPMENT

**Talon.One | Dec 2021 - Jan 2023**

- Reported to CRO at Series B scale up
- Hired to build Global Outbound teams in AMER, EMEA and APAC
  - 15 direct reports; 13 SDRs, 2 SDR Managers
  - Responsible for Inbound and Outbound
- Responsible for defining and managing SDR tech stack
- Defined SDR playbook
- Developed and iterated on geo and segment based Sequences
- Worked with RevOps to define and build SDR reporting/dashboards
- Led 1:1's, team meetings and performance reviews
- Developed and delivered weekly SDR training and enablement
- Participated in bi-weekly Executive meetings
- Worked cross-functionally with Sales Leadership, Marketing, Partnerships, SOPs, MOPs, and POPs

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## GLOBAL SDR LEADER

**Canva | Feb 2021 - Oct 2021**

- Early hire to Canva's Enterprise (B2B) sales org in Austin
  - 8 direct reports; 7 SDRs, 1 High Velocity (PLS) Manager
- Responsible for growing and managing Global Inbound and Outbound
- Worked cross-functionally with SOPs, MOPs and Demand Generation
  - Inbound: high velocity / PLS staffing, process and reporting
  - Outbound: messaging and Sequence design
  - All Bound: routing rules, automation and reporting
- Worked with Sales Training & Enablement to develop and deliver SDR curriculum

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## HEAD OF SALES DEVELOPMENT

**Predictable Revenue | Mar 2020 - Feb 2021**

- Reported to CEO at SDR Consultancy/SDR-as-a-Service org
- Responsible for daily operations of SDR-as-a-Service organization
- 28 direct reports; 16 including SDRs, 6 SDR Team Leads, 2 SDR Managers, 1 SDR Recruiter, 1 SDR Operations & Research Director
- Redesigned hiring and onboarding program resulting in 50% faster time to ramp and reduced attrition
- Designed and iterated Outreach.io Sequences across 20+ client projects
- Improved monthly SDR production by 750%

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## PRINCIPAL CONSULTANT & FRACTIONAL SDR LEADER

**Sales Craft, LLC | Nov 2018 - Feb 2021**

- Consult with startup Founders and Sales Leaders
  - SDR strategy, hiring (process and profile), team design, KPIs, quota
  - SDR operations, tech stack design, and tech implementation
  - ICP exploration/testing and definition
  - Reporting and insights
- Design and deliver SDR onboarding programs
- Design and/or revise SDR playbooks
- SDR coaching and talent development

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#### SDR MANAGER

#### **Kazoo (formerly YouEarnedIt) | Feb 2017 - Oct 2018**

- Reported CRO at Series A HR tech organization
- Responsible for daily operations of the Outbound SDR program
  - Hiring, onboarding, and talent development
- Responsible for SDR tech stack
- Designed and manage outbound Outreach Sequences
- Increased outbound opportunity generation by 214%
- Increased outbound SDR revenue contribution by 61%
- Increased outbound ACV by 42%

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#### SDR MANAGER & BUSINESS DEVELOPMENT

#### **Vault (formerly StudentLoanGenius) | Jan 2016 - Feb 2017**

- Reported to CEO at Seed stage fintech startup
- Player / Coach role
- Personally responsible for lead generation and partner acquisition
  - Engaged and negotiated partnerships with 3 key benefits brokers
- Hired, coached, and managed 2 Account Executives and 1 SDR
- Migrated CRM from Hubspot to Salesforce

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#### SDR MANAGER

#### **MVPIndex (formerly Umbel) | Mar 2014 - Jan 2016**

- Reported to CRO at Series A startup
  - Joined as player/coach, transitioned to SDR Manager
  - Hired and managed 5 direct reports
  - Successfully managed 2 SDRs to AE roles
- Responsible for outbound pipeline generation
- Defined SDR playbook, processes and messaging
- Cross-functional collaboration with Marketing, Sales, and RevOps

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#### SDR MANAGER

#### **Mutual Mobile | July 2012 - March 2014**

- Reported to CMO at ~300 person digital innovation agency
- Joined as player/coach, transition to SDR Manager
- Redesigned and rebuilt SDR organization
- Hired, coached, and managed 3 SDRs in support of 8 AEs
- Cross-functional collaboration with Marketing on inbound pipegen

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#### SENIOR INSIDE SALES REPRESENTATIVE

#### **Google (Contract) | July 2011 - July 2012**

- Sold Google Offers to small business owners across 13 State region
- Top Producer Austin Site: July, Aug, Sept 2011
- Top Producer Nationally: Oct 2011
- 145% average quota attainment
- Selected to design and deliver "All-Star Coaching" pilot
  - Peer coaching program
  - Coached and mentored 20 of my peers
  - Drove 14% net improvement in monthly quota attainment
- Selected to collaborate with Sales Training and Onboarding teams

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#### SALES DEVELOPMENT MANAGER

**Digby | May 2010 - July 2011**

- Reported to VP Sales at Series A retail tech organization
- Responsible for pipeline generation in support of 6 Account Executives across contiguous US
- Increased outbound lead generation by 1,500% within 90 days
  - Sourced 100 net-new sales meetings
  - Sourced 90% of net-new sales revenue
- Defined SDR hiring profile and interview process
- Developed SDR onboarding program and playbook
- Hired and managed 1 SDR and 1 Sales Operations resource

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#### SALES DEVELOPMENT MANAGER

**Lattice Engines | Nov 2009 - May 2010**

- Responsible for outbound pipeline generation
- Targeted EVP/SVP Sales prospects at Fortune 500 organizations
- Generated an average of 30 net-new sales opportunities monthly

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#### SALES DEVELOPMENT REP

**Bazaarvoice | July 2008 - July 2009**

- Generated sales opportunities via outbound Sales Development
- Targeted ecommerce and marketing decision makers within Internet Retailer 500 and Fortune 1000 organizations
- Participated in hiring and onboarding efforts following Series B and accelerated headcount growth
- Designed and managed peer coaching program for 30 SDRs
- President's Club winner 2008
  - 210% annual attainment in 3 quarters of employment
  - Q2FY09: 130%
  - Q3FY09: 172%
  - Q4FY09: 266%

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REFERENCES AVAILABLE ON REQUEST | RECOMMENDATIONS [HERE](#)