

## Professional Summary

Gritty, resourceful GTM leader with extensive experience building and scaling Business Development and Revenue teams in SaaS environments. Proven track record driving enterprise and commercial growth through cross-functional alignment, data-driven decision-making, and leadership across EMEA and North America.

- **Leadership & Team Scale:** Built and led high-performing, distributed teams through strategic hiring, enablement, and mentorship across multiple countries and growth stages.
- **Enterprise GTM & Business Development:** Led inbound and outbound GTM strategies for enterprise SaaS organizations, driving pipeline growth, territory execution, and sales alignment.
- **Operations, Analytics & Enablement:** Known for translating data into executive-ready insights, implementing scalable processes, and deploying tools that improve productivity and execution.

## Education

Gender & Diversity B.A, Rhine-Waal University, Germany

*Award: German Academic Services DAAD*

International Business (Studies Abroad), NTBU, Taiwan

International Aid & Development Certificate, Ballsbridge College of Further Education, Ireland

*Award: Services & Academic Excellence*

Project Management Course, Brain Sensei

## Languages

Fluent in English and French (bilingual)

## Professional Experience (Selection)

**Coveo AI | Montréal, Canada** – AI-powered site search SaaS solutions for B2B & B2C E-commerce

**Jan 2024 – Nov 2025**

**Interim Director, Business Development (Oct 2025 – Nov 2025), Contract Leadership Coverage**

- Led the Business Development organization across enterprise and commercial segments, ensuring continuity and performance during a leadership transition
- Acted as the primary partner to the VP and executive team, delivering performance reporting, executive insights, and weekly business updates
- Drove talent review and succession planning with HR and leadership, enabling informed promotion and leadership decisions
- Owned and optimized core BD performance metrics, including pipeline coverage, conversion, and account penetration
- Aligned BD execution with Sales, Marketing, Enablement, Partnerships, and Revenue Operations to support GTM, ABM, and quota attainment

### **Sr. Manager, Business Development (Jan 2024 – July 2025)**

- Led and scaled a distributed Business Development team across EMEA and Canada, consistently exceeding targets while supporting a \$28M+ opportunity pipeline
- Established scalable territory strategy, performance tracking, and event execution frameworks to enable sustained growth
- Partnered cross-functionally with Sales, Marketing, and Revenue Operations to improve funnel efficiency, qualification rigor, and executive deal readiness
- Enhanced Salesforce and Outreach workflows and deployed AI-driven enablement tools to improve SDR productivity, ramp time, and forecasting visibility
- Owned the full SDR talent lifecycle, building a high-performance, accountability-driven culture focused on enablement and long-term career growth

**DWCC | Cologne, Germany & Tampa, USA** - Global GTM services firm specializing in SaaS enablement and growth strategy  
Jul 2019 – Jan 2024

### **Corporate Development Manager (Jan 2023 – Jan 2024), Final Role**

- Drove corporate strategy evolution and helped shape product/service design through competitor analysis and market research.
- Built and nurtured VC and partner relationships to expand market presence.
- Led RFQ processes, vendor evaluations, and pursued strategic opportunities via outreach and conference campaigns.

### **Professional Services Manager (Jan 2021 – Dec 2022), Promoted**

- Led and scaled a 20-person delivery team, establishing onboarding and performance standards that supported consistent execution across multiple concurrent SaaS engagements.
- Designed documentation systems that drove top team rankings. Co-developed a global onboarding program with L&D.

### **Account Lead & Sr. Sales Development Rep (Jul 2019 – Dec 2020), Promoted**

- Led a 6-person SDR team supporting Atlassian (customer), generating \$14.9M in pipeline through structured outbound execution and account prioritization.
- Personally contributed \$3.2M in outbound opportunities and influenced \$500K+ in closed-won deals across EMEA.

*Additional Experience: Purposefully diverse early-career roles across education, hospitality, and nonprofit work that continue to inform a grounded, people-first leadership approach.*

### **Software & Tools**

**Revenue & GTM Systems:** Salesforce, HubSpot, Outreach, Sales Navigator, Xactly

**Data, Prospecting & Intelligence:** ZoomInfo, Lusha, SeamlessAI

**Enablement & Coaching:** Wonderway, Hyperbound

**HR & Business Systems:** Workday

**Productivity & Collaboration:** Google Workspace, Microsoft 365, macOS

**Design & Web:** Canva, Squarespace, Wix