

KYLE MAYNARD

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| PROFESSIONAL SUMMARY

AI and GTM-focused strategy leader with 10+ years of experience in Sales, Revenue Operations, and cross-functional GTM execution within enterprise SaaS. Deep hands-on experience operationalizing AI-powered prospecting workflows, supporting AI agent launches from a GTM readiness and adoption standpoint, and translating complex product capabilities into clear internal narratives. Known for bringing structure to ambiguous initiatives, enabling cross-functional teams, and scaling programs that improve adoption, efficiency, and pipeline quality. A proven partner to RevOps, Engineering, Sales and Marketing teams in AI launch execution and field enablement.

| RELEVANT WORK HISTORY

Workday Inc. – Sr. Prospecting Practice Manager, GTM Strategy

10/2021 - Present

AI & GTM Program Leadership

- Led GTM-side launch readiness and rollout for 6 AI prospecting agents (4 outbound, 2 inbound), partnering closely with RevOps, Engineering, Marketing, and Enablement to support successful deployment and adoption.
- Designed and launched the *Future of Prospecting* initiative, establishing Workday's AI-first prospecting framework focused on agentic workflows supported by human oversight.
- Launched Workday's first AI Prospecting Practice leveraging EverydayAI tools like Sales Companion to drive streamlined and effective account targeting, messaging creation, and pipeline build approaches
- Served as a central point of coordination and **internal source of truth** for AI prospecting programs, maintaining documentation, enablement materials, FAQs, and executive-ready updates.

Product Partnership & Field Insight

- Acted as a close partner to Product and AI teams by consolidating structured feedback from sellers, SDRs, and GTM leaders to inform iteration, prioritization discussions, and launch adjustments.
- Supported roadmap conversations by translating field usage patterns, adoption barriers, and performance data into clear insights for internal stakeholders.

Launch Enablement & Narrative Development

- Developed internal launch messaging, enablement content, and operating guides that translated technical AI functionality into practical, role-based workflows for GTM teams.
- Authored and distributed 40+ editions of the *Prospecting Pulse* newsletter to drive clarity, adoption, and consistency around prospecting strategy and AI usage.

Business Impact & Measurement

- Supported AI agent programs that drove a 386% increase in follow-up rate, a 35% increase in call connect rate, and contributed \$5.5M in S1 Qualified ACV.
- Served as demand squad test lead or advisor across 33 sprint cycles, piloting and scaling new prospecting motions.

Leadership & Operations

- Managed and mentored two direct reports; built repeatable operating models and governance for global GTM initiatives.
- Built and maintained GTM analytics infrastructure (Sigma, Salesforce, Snowflake) to track adoption, performance, and behavioral outcomes of AI-enabled workflows.

Workday Inc. - Manager, Corporate Sales Development

12/2019 – 10/2021

- Led and scaled a national SDR organization responsible for outbound pipeline creation across segments.
- Drove process alignment between Sales, Product, and Operations through standardized playbooks and operating cadences.
- Program-managed cross-functional initiatives improving opportunity management, territory execution, and seller productivity.
- Led teams through acquisition and platform migration, ensuring continuity of data, process, and seller experience.

Hireology Inc. - Account Executive

10/2016 - 11/2019

- Promoted three times within three years based on consistent overachievement, including exceeding quota up to 235% to goal.
- Prospected, qualified, and closed deals with C-suite, VPs, and Directors across healthcare, hospitality, and franchise industries.
- Conducted product demos and managed the full sales cycle, generating new opportunities through partnerships, associations, and trade events.
- Partnered closely with Marketing to refine ICP definitions and drive more effective lead generation and qualification.

| SKILLS

- AI Agent Launch Readiness & Adoption (GTM-side)
- Outbound & Sales-Facing Product Enablement
- Cross-Functional Program Leadership
- AI Workflow Design (Agentic + Human-in-the-Loop)
- GTM Metrics, Adoption, & Performance Measurement
- Executive Communication & Enablement

| AI & PRODUCT TOOLING

- AI & Agents: Regie.ai, GTM Companion, Gemini, ChatGPT, Claude, Lovable, Sana
- Product / GTM: Salesforce, DemandBase, Clari, Groove, Outreach, ZoomInfo,
- Data & Analytics: Sigma, Snowflake, Tableau
- Program & Content: Smartsheet, Confluence, Highspot

| CERTIFICATIONS & HIGHLIGHTS

- Global Revenue Operations Dream Team Award Winner
- Demand Squad Most Valuable Squad Collaborator Award Winner
- Demand Management Team Summit Team Player Award Winner
- SDR Partner of the Quarter Award Winner
- [SalesLife Podcast](#) – Guest Speaker on Career Progression & Internal Branding