
SUMMARY

Revenue Operations and GTM leader with 13+ years of experience building scalable commercial systems, improving forecasting accuracy, optimizing CRM processes, and driving predictable growth across B2B SaaS and technology businesses. Proven track record partnering cross-functionally with sales, finance, marketing, and product teams to turn data into action and revenue performance. Thrives in high-growth, ambiguous environments requiring 0→1 build capability.

KEY SKILLS

- GTM & RevOps Automation
 - Account-Based Marketing
 - Data Enrichment
 - Competitive Intelligence
 - Executive Stakeholder Engagement
 - Coaching & culture-building
 - Partner Development & Enablement
 - Commercial and SLA Negotiations
 - Data-driven Decisions
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PROFESSIONAL EXPERIENCE

Manzas.io (*Pre-seed AI scale-up supporting strategic procurement, bid and tender management*)

Director, GTM & Revenue Operations (Contract) – London, England

August 2025 – Present

Leading GTM and RevOps for an early-stage AI-first platform, driving product launch strategy, distribution, and operational efficiencies while shaping product roadmap and commercial priorities. Supported Private Beta users with feedback loops and Founder access.

- Built initial RevOps infrastructure including CRM workflows, ICP segmentation, outbound sequencing, reporting cadence, and GTM systems that helped secure first 20 enterprise customers.
- Embedded with 15 Private Beta users to document current workflows, identify friction points, and translate user feedback into product improvements that shaped product roadmap and provided clarity to early investors
- Diagnosed gaps and redesigned end-to-end bid response processes, reducing efforts from 30–50 hours to 4 hours, and compressing 6-month RFP cycles to 3 weeks
- Built a customer advocacy program, generating testimonials that accelerated brand credibility and distribution

Eclear (*AI Customs/VAT-clearing platform and compliance data enrichment*)

Commercial Director (Contract) – London, England

February 2025 – August 2025

Led GTM and commercial initiatives for a compliance platform delivering EU-wide solutions, accelerating client acquisition, partner development, and revenue growth across multinational e-commerce marketplaces.

- Closed 1M ARR in net new logos and 30 active clients, balancing acquisition targets with account expansion and customer development
- Rebuilt CRM and pipeline management systems after analyzing funnel data, requalifying legacy opportunities, and improving visibility across GTM performance metrics.
- Led deep discovery with customer stakeholders to uncover operational pain points, map workflows, and define solution requirements across business and technical teams
- Redefined cross-functional success criteria, KPIs and internal processes, lowering Customer Acquisition Costs by 40%
- Drove distribution with composable landing pages and sub-24-hour call back rates, averaging 50 daily leads

Vertex (*A global tax compliance platform*)

Sr. Manager, Channel Sales – London, England

May 2023 – November 2024

Led Channel strategy across UK/I and Nordics, co-sourcing leads and strengthening collaboration with SAP Senior Leadership, PreSales, and Business Architect teams. Increased visibility and business cases to extend ERP functionality. Recognized by global leadership and qualified for Presidents Club (2023).

- Exceeded £2.0M ARR target by 18% (£2.36M) through co-sourced SAP migration leads
- Secured net-new logos by expanding the Vertex awareness across SAP-led thought leadership webinars and corporate events
- Supported enterprise ERP migration strategies across core business processes including process mapping and gap analysis
- Maintained Preferred Status with SAP oCFO by extending native ERP tax functionality and offering DRC endpoints
- Drove tax audit efficiency for global enterprise customers, reducing prep time per audit by 82% (34 to 6 hours) and lowering annual audit frequency by 40%

Avalara (*Agentic AI global indirect tax automation and compliance*)

Senior Team Lead of Enterprise Sales – Seattle, USA and London, UK

May 2019 – March 2023

Led a team of Account Executives driving enterprise customer acquisition, retention, and revenue growth across multiple tax product lines. Oversaw delivery of Tax Advisory Services, Tax Document Managed Services, and end-to-end global tax operations, including VAT reporting, e-invoicing, tax calculation, exemption management, and returns filing.

- Drove +35% YOY ARR (£7.1M) growth across Sales and Professional Services teams, spanning Retail Industry applications, e-commerce platforms, source-to-pay platforms, and in-house billing systems
- Generated \$5.3M in services pipeline through SAP, Oracle, JDE, NetSuite, Shopify, Stripe, and Marketplace Facilitators
- Maintained 110% net customer and revenue retention over two years, boosting NPS by +12 points
- Directed land-and-expand e-invoicing account strategy, delivering upsell and cross-sell growth via quarterly business reviews, strategic account roadmaps, and executive sponsorship engagement

Agosto, a Pythian Company (*global data and analytics services*)

Head of Customer Success – Minneapolis, USA

January 2017 – April 2019

Managed end-to-end relationships and renewals for 100+ Google Cloud Platform clients, driving partner-led growth and customer success.

- Grew licenses under management from \$23.4M to \$25.8M, increasing revenue through strategic account management
- Generated \$1.0M+ in Google Cloud Platform billings via partner marketing campaigns and joint GTM initiatives
- Secured 97% net customer retention by implementing proactive, high-impact account and partner enablement strategies

Sovos (*Agentic AI for e_invoicing, indirect taxes, government reporting, identity & trust*)

Enterprise Account Executive– Minneapolis, USA

February 2016 – January 2017

Drove net-new SaaS sales for corporate and enterprise clients, building pipeline with strategic enterprise accounts.

- Surpassed \$700K ARR quota in North America, achieving 105% of target by closing 12 strategic accounts
- Built a \$3.3M sales pipeline, achieving a 25% conversion rate and \$750K in closed deals
- Executed multi-channel outbound campaigns, increasing engagement by 43% and shortening sales cycles by 28%

Oracle Corporation

Enterprise Sales Executive (ERP/Supply Chain) – Minneapolis, USA

February 2013 – February 2016

Promoted from Inside Sales to sell Oracle ERP and Supply Chain solutions across multi-lingual territories, driving digital transformation for enterprise clients

- Closed an \$865K ARR multi-year Oracle Fusion deal, exceeding quota and accelerating enterprise adoption
- Qualified 135+ opportunities through multi-channel campaigns, building a \$15.0M sales pipeline
- Managed RFP responses, implementation scoping, and third-party vendor engagement to ensure successful deal execution

EDUCATION

Bachelor of Arts (BA) – Foreign Languages and Applied Linguistics – Portland State University, USA

2006 – 2009

CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT

Future of AI & AGI Strategy (30-hour course) – BlueDot Impact

2024

RIGHT TO WORK STATUS AND LANGUAGES

Work Status: Eligible to work without restriction in the United Kingdom, United States, and European Union

Languages: Fluent in English and French (native-level speaking and writing)