



Colleen Welch

Account Director

Colleen Welch is a sales and revenue growth leader with more than 20 years of experience driving pipeline growth, executive partnerships, and revenue performance across complex B2B sales environments. She specializes in enterprise sales, demand generation, GTM strategy, and value-based customer engagement, helping organizations improve qualification discipline, strengthen customer conversations, and create more predictable revenue outcomes.

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Prior to joining ValueSelling Associates as an Account Director, Colleen held revenue leadership and growth-focused roles with organizations including Forrester, Gosnold Behavioral Health, City Experiences, and UnboundB2B. Throughout her career, she has consistently exceeded revenue goals, led high-performing teams, built strategic client relationships, and helped organizations navigate growth and transformation initiatives.

Her experience across sales leadership, partnerships, sponsorships, and demand generation ultimately led her to ValueSelling Associates, where she helps revenue leaders strengthen sales execution and build more consistent, customer-focused sales organizations using the ValueSelling Framework®.

Known for her competitive drive, practical mindset, and positive energy, Colleen is passionate about coaching, mentorship, and community involvement. Outside of work, she volunteers with a New England-based youth ministry, enjoys traveling with her family throughout New England in their RV, appreciates a great local craft beer, and will rarely turn down a good karaoke moment.

Keep it simple. Drive results.