



**Pickworth GTM**  
ACHIEVING MARKET OMNIPRESENCE



CASE STUDY

# Expanding Enterprise Pipeline Coverage in Mission Critical Security Environments



*"Success is walking from failure to failure with no loss of enthusiasm."*

- Winston Churchill

## Company Snapshot

[voltage.ai](https://voltage.ai)

Volt AI is a venture-backed physical security technology company focused on AI-powered video intelligence and threat detection infrastructure.

Led by seasoned operators **Dmitry Sokolowski** - formerly of Meta, Uber, Apple, and Amazon, alongside Ego Olteanu, a U.S. military veteran and former Google X operator, Volt AI's mission is centered around leveraging AI-driven visual intelligence to improve safety outcomes and reduce response times in high-risk environments.

The platform is designed to identify irregular behavioral patterns, weapons, and security threats in real time while interoperating across broader security infrastructure systems to help organizations respond faster when every second matters.

## The Challenge



Volt AI already had an internal sales organization in place, but leadership needed significantly greater outbound coverage and pipeline acceleration.

The company engaged PGTM to:



Increase enterprise pipeline generation



expand outbound coverage by 4 - 5x



Penetrate highly regulated and security-conscious organizations



Generate executive-level conversations within a compressed timeframe

The challenge was compounded by the complexity of the buyer environment, which included educational institutions, enterprise security teams, and organizations responsible for physical safety, loss prevention, and access control.

# What Pickworth GTM Executed

PGTM partnered directly with Volt AI's sales leadership and existing commercial organization to expand outbound coverage and accelerate enterprise pipeline creation.

## PGTM focused outreach into:

- Educational institutions
- Enterprise security environments
- Regulated organizations

Notable enterprise and institutional engagement included conversations with organizations such as:

## Targeted Buyers:

- ✓ Access Control stakeholders
- ✓ Loss Prevention leadership
- ✓ Technology & Safety stakeholders
- ✓ VP Security



The engagement centered around strategic outbound execution, pipeline acceleration, and executive-level access into difficult to penetrate institutional environments.

## Results

Over approximately 180 days, PGTM helped generate nearly **\$6.7 million** in total pipeline opportunity for Volt AI.



4 - 5x  
outbound coverage  
expansion



Enterprise and  
institutional  
executive engagement



Increased access into  
highly regulated buyer  
environments



Accelerated commercial  
momentum for the existing  
sales organization

The engagement demonstrated PGTM's ability to operate alongside mature internal sales teams while materially increasing top-of-funnel opportunity generation.

*Not only are you getting an absolute personal growth offering, you're also getting leadership at Pickworth GTM who understands the most important job, and that's developing other leaders for the company. You get far more than what you pay for every time with PGTM.*

— **Former Head of Sales, Jared Williams - Volt.ai**

## Strategic Outcome

PGTM helped Volt AI rapidly expand enterprise pipeline creation inside highly regulated and mission critical security environments while supporting the broader development and operational maturity of the company's commercial organization.