

Chad Blickenstaff

GTM SYSTEMS | GTM ENGINEERING | REVENUE OPERATIONS

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SAN FRANCISCO, CA

HIGHLIGHTS

- GTM Systems builder with 7+ years of enterprise SaaS experience turning rep-side execution friction into repeatable workflows — from delegated business ownership of GTM systems (HubSpot, Outreach, ZoomInfo) at CYGNVS to a five-layer account prioritization engine built in Clay, evaluating 1,441 companies and qualifying 482 target accounts
- Operationalized GPT- and LLM-based workflows for territory prioritization, account research, and outbound personalization into team-wide adoption and new-hire onboarding, while leading complex, multi-threaded sales cycles through technical discovery, structured POCs, and executive ROI modeling
- Seven years of enterprise SaaS quota-carrying experience (Oracle, Zendesk, HubSpot, CYGNVS) generating \$7M+ in ARR across 100+ new and expansion accounts
- Ranked top 100 of 1,000+ reps (2x President's Club) at Zendesk, and achieved 150% quota attainment in first quota-carrying quarter as founding West Coast AE at CYGNVS

EXPERIENCE

Booked, early-stage productized digital-transformation studio, med-spa/aesthetic vertical 2026 - Present

COO & GTM Lead | Professional Services (Productized GTM)

- Own full-cycle commercial execution — discovery calls, high-value on-site meetings, proposals, closing, CRM/pipeline management, and sales-side client relationships
- Designing a Clay-based account-signal, scoring, and prioritization workflow (Find → Enrich → Transform → Extract) against a documented “quality gap” ICP thesis — strong business, weak digital presence
- Collaborating with the co-founder/CEO on GTM strategy, experimentation, operating priorities, and cross-functional decisions across sales and delivery

CYGNVS, Series A enterprise cybersecurity SaaS 2025 - 2026

Senior Account Executive, Enterprise | Software (SaaS)

- Recruited in part for the systems-oriented approach shown at Zendesk, served as primary business owner of HubSpot under the Head of Revenue Operations and led the Outreach implementation under the Director of GTM Strategy, redesigning CRM workflows and mapping data sync between the two platforms
- Implemented ZoomInfo-to-HubSpot enrichment workflows translating ICP criteria into prioritized, contact-ready target accounts, and configured Outreach's Kaia conversation intelligence to auto-populate CRM qualification fields from call data, improving forecast reliability and cutting manual data entry
- Built a GPT-driven workflow for territory strategy and outbound personalization inside HubSpot, then standardized it into new-AE onboarding — turning individual execution into a repeatable team process
- Sold into \$500M+ regulated organizations as founding West Coast AE, achieving 150% quota attainment in first quota-carrying quarter — \$450K+ pipeline generated, \$80K average deal size across 3–6 month enterprise cycles
- Secured a \$150K global insurance new logo and drove \$50K expansion at renewal by multi-threading CISO/CIO stakeholders, leading structured POCs, and delivering ROI models tied to measurable risk reduction

HubSpot, AI-powered CRM software

2025

Account Executive, Mid-Market | Platform (PaaS) / Software (SaaS)

- Designed a custom GPT-based workflow that automated account research and outbound messaging at scale, was adopted across the entire Mid-Market org beyond my own pipeline, and increased org-wide monthly deal creation
- Owned full-cycle sales of HubSpot's AI-powered CRM platform to mid-market organizations, generating \$300K ARR and 130% quota attainment within first 6 months — ranked top performer in cohort

Zendesk, \$10.2 billion exit (M&A), AI-powered CX software

2021 - 2025

Account Executive, Mid-Market | Platform (PaaS) / Software (SaaS)

2024 - 2025

- Designed and shipped a custom LLM-based workflow automation for customer Postman, generating \$18K ARR and \$20K in measurable ROI

- Led strategic, multi-stakeholder mid-market sales cycles using MEDDPIC to align CX automation initiatives with executive priorities, generating \$1.2M ARR at 120% quota attainment — ranked top 20% of a 1,000+ rep organization
Senior Account Executive, SMB (Key-Accounts) | Platform (PaaS) / Software (SaaS) 2022 - 2024
- Implemented a Grammarly LLM integration that improved customer workflow efficiency and reduced incremental hiring needs, generating \$24K ARR and \$18K in measurable ROI
- Advanced a high-volume SMB motion while driving AI adoption and expansion, generating \$2.6M ARR at 130% quota attainment through consultative, value-based selling
- Guided customers in scaling omnichannel support operations and improving CSAT through AI-powered CX deployment
Account Executive, SMB | Platform (PaaS) / Software (SaaS) 2021 - 2022
- Generated \$1.1M ARR and achieved 110% quota attainment through disciplined discovery and structured deal execution
- Retained and expanded \$1.16M TCV in a competitive win against Salesforce and Pega, scaling deployment to >100K tickets and >1K agents post-acquisition
- Oracle, fortune 100, global technology company** 2019 - 2021
Account Executive, Enterprise | Infrastructure (IaaS) / Platform (PaaS) / Software (SaaS) 2020 - 2021
- Generated \$1.5M ARR with 150% average quota attainment by leading multi-million-dollar enterprise sales cycles and executive stakeholder alignment
- Negotiated cloud agreements tied to digital transformation initiatives across business units, navigating procurement, security review, and executive approval processes
- Business Development, Enterprise | Infrastructure (IaaS) / Platform (PaaS) / Software (SaaS)* 2019 - 2020
- Generated qualified enterprise pipeline by engaging IT and business stakeholders using BANT across multiple verticals
- Converted high-value cloud opportunities by positioning Oracle AI, data, and infrastructure solutions to align with strategic transformation initiatives

CERTIFICATIONS

AlphaForge × Clay GTM Engineering Bootcamp 2026

Designed a five-layer account prioritization system (signal, qualification, prioritization, segmentation, and action) evaluating 1,441 companies and qualifying 482 target accounts using Clay, Claude, and modern GTM tooling

EDUCATION

University of California, Los Angeles (UCLA)

Bachelor of Arts, Sociology (Honors)

SKILLS

GTM Systems & Automation:

Clay, HubSpot, Outreach, ZoomInfo, CRM Architecture, Workflow Automation, Data Enrichment, Large Language Models (LLMs), Generative AI, GPT Workflow Design, AI Agents, Conversational AI

GTM Execution & Sales:

Enterprise SaaS Sales, MEDDPIC, Territory Strategy, Pipeline Development, Executive Stakeholder Alignment, Technical Discovery, ROI Modeling, Deal Negotiation

Cloud & Platform Technologies:

IaaS, PaaS, SaaS, APIs & Integrations, CRM Platforms

VOLUNTEER & INTERESTS

Quarterbacks Coach (Youth Football), Yoga Instructor, Surfing, Mountain Biking, Redwood Hiking, Electronic Music Production, Travel, Reading & Writing, Stoicism