Chad Blickenstaff

GTM SYSTEMS | GTM ENGINEERING | REVENUE OPERATIONS

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HIGHLIGHTS

- GTM Systems builder with 7+ years of enterprise SaaS experience turning rep-side execution friction into repeatable workflows. At CYGNVS, held delegated business ownership of GTM systems (HubSpot, Outreach, ZoomInfo), including a CRM and deal-stage redesign that helped lift team pipeline ~3× versus the prior-year quarter. Also built a five-layer account prioritization engine in Clay that evaluated 1,441 companies and qualified 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 (2× 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**

Co-Founder, GTM & Operations Professional Services (Productized GTM)

- Own full-cycle commercial execution — discovery calls, high-value on-site meetings, proposals, closing, CRM/pipeline management in Attio, 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
- Built and ran an end-to-end n8n account-qualification prototype (REST API ingestion, data transformation, conditional logic), staged for rollout as outbound volume grows

CYGNVS — *Series A enterprise cybersecurity SaaS* **2025 – 2026**

Senior Account Executive, Mid-Market Software (SaaS)

- Recruited in part for the systems-oriented approach shown at Zendesk; served as primary business owner of HubSpot and led the Outreach implementation, mapping data sync across platforms and bridging Revenue Operations with Sales, Customer Success, Implementation, and Solutions teams
- Redesigned CRM workflows and deal stages with RevOps, cutting CRM fields from 100+ to ~50 and adding required stage-exit criteria (e.g., opening implementation tickets at Solution Validation), helping lift team pipeline ~3× versus the prior-year quarter
- 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, then trained the entire Mid-Market org on it, extending adoption beyond own pipeline and increasing 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

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), using deterministic rules for qualification and scoring and Claygent/GPT for research and personalization. It evaluated 1,441 companies and qualified 482 target accounts with Clay and Claude

EDUCATION

University of California, Los Angeles (UCLA) — Bachelor of Arts, Sociology (Honors)

SKILLS

GTM Systems & Automation: Clay, HubSpot, Salesforce, Attio, Outreach, Gong, ZoomInfo, n8n, 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