

Aaron Doucett

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PROFESSIONAL SUMMARY

Sales Engineering Leader with 10+ years' experience spanning startups and leading industry players in geospatial technology, SaaS, and Earth observation. Proven track record of blending technical expertise, business acumen, and creative storytelling to craft impactful demos, leading sales and marketing initiatives, and delivering solutions that inform and delight. An adaptable problem-solver excelling in public-facing roles, driving innovation, and aligning cross-functional teams to exceed enterprise and government client needs.

WORK HISTORY

Barr Geospatial Solutions, LLC – BOSTON, MA

2024 – Dec 2024

Director of Marketing | Sales Enablement Lead

- Spearheaded a data-driven go-to-market strategy for North America's largest LiDAR collection company, while supporting the integration of two significant acquisitions under the BGS brand.
- Led cross-functional initiatives with sales and product teams to implement HubSpot, overhaul CRM data, and develop targeted campaigns, scaling outbound reach and boosting lead generation through marketing automation.
- Designed and produced sales enablement assets (technical whitepapers, videos, client case studies), strengthening the sales team's ability to articulate product value and close enterprise deals worth up to \$1M within Fortune 500 accounts.

Astraea, Inc. – BOSTON, MA

2023 – 2024

Senior Sales Engineer

- Served as the lead Sales Engineer for a high-growth, Series A startup in the Satellite Imagery space, managing enterprise SaaS deals from \$10K to \$1M. Developed custom demos and proof-of-concept solutions that addressed critical client pain points and accelerated purchase decisions.
- Acted as the conduit between enterprise customers and product teams, ensuring AI/ML features and product roadmaps matched customer demands. Drove adoption rates among high-profile clients, contributing significantly to Astraea's successful acquisition by NUVIEW Space in early 2024.
- Produced ROI-focused technical content and case studies for geospatial SaaS offerings, accelerating renewable energy-sector client acquisition and generating over 300 qualified enterprise leads.

Sanborn Geospatial (Applied Geographics) - BOSTON, MA

2019 - 2023

Sales Engineer

- Collaborated closely with sales and marketing teams to develop and deliver high-impact technical webinars, thought leadership content, whitepapers, guides, and video demonstrations.
- Supported technical sales initiatives for geospatial SaaS solutions, subscription data programs, and professional services-including LiDAR and imagery acquisition. Acted as a subject matter expert on API integrations (Google Maps, HERE, Hexagon Content) and in-house GIS platforms, collaborating with sales teams and technology partners to close high-value deals, including multimillion-dollar state imagery contracts.

Kleinfelder, Inc. - BOSTON, MA

2015 – 2019

GIS Analyst

- Conducted advanced spatial analyses using ESRI GIS tools to support infrastructure and climate adaptation projects, delivering actionable insights for public and private sector stakeholders.
- Designed web-based GIS applications and managed complex geospatial data workflows, geodatabases, while involving engineering best practices.

EDUCATION

University of Massachusetts, Amherst

B.Sc. Earth Systems (Concentration in Geographic Information Systems and Remote Sensing)

Class of 2015

Professional Skills

Sales Engineering & Customer Success

- **Solution Architecting & Technical Demonstrations:** Specialized in designing and delivering enterprise-focused SaaS demos and proof-of-concept solutions, showcasing clear product-market fit for complex client use cases.
- **Pre-Sales & Post-Sales Enablement:** Conduct in-depth technical discovery with C-suite stakeholders, oversee onboarding, and drive enablement initiatives to ensure seamless adoption and long-term client success.
- **Enterprise Deal Structuring:** Collaborate with sales, product, and engineering teams on contract negotiations, aligning technical capabilities to client requirements and informing the product roadmap.
- **RFP/RFI & Technical Documentation:** Craft detailed proposals, RFP responses, and solution architecture documents to support the sales cycle.
- **CRM & Pipeline Management:** Proficient in HubSpot, Salesforce, and ZoomInfo for managing pipelines

Technical Stack

- **Geospatial Tools:** Expertise in Esri ArcGIS, QGIS, geopandas, and cloud-based geospatial platforms for spatial analysis and processing.
- **Remote Sensing & 3D Visualization:** Skilled in tasking and implementing satellite imagery (visual, multispectral), high-resolution aerial imagery, and LiDAR data into customer workflows.
- **Programming & Automation:** Experience with Python, JavaScript, and SQL for geospatial data processing and SaaS integration.
- **API Integration:** experience implementing, customizing, and troubleshooting RESTful APIs.
- **Cloud Platforms:** Experience with Google Cloud (BigQuery, Earth Engine, Maps) and AWS
- **Web Mapping API Frameworks:** Skilled in Mapbox, Google Maps Platform, HERE, Leaflet, and CARTO

Creative & Multimedia Expertise

- **Web Content Creation:** Skilled in WordPress; designing and managing content for full webpages, landing pages, and microsites.
- **Graphic Design & Video Production:** Proficient in Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro) for creating collateral and brand-aligned marketing assets.
- **Trade Show & Presentation Support:** Developed high-impact booth materials and executive-level presentations.

Certifications

- **HubSpot CRM:** Sales, Marketing Hub, and Digital Marketing Certified.
- **Google Maps Platform Sales Certification.**