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SENIOR MANAGER, GTM STRATEGY & PARTNERSHIPS

PROFESSIONAL SUMMARY

Senior GTM & Partnerships Manager with 15+ years of experience building revenue programs for Cybersecurity, AI, and SaaS companies. Expert in operationalizing sales strategies, structuring partner ecosystems, and translating technical concepts (Zero Trust, PAM, AI) into commercial value. Proven track record of increasing pipeline coverage by 160% and managing complex enterprise portfolios (\$300M+). MBA-trained operator who bridges the gap between Product, Marketing, and Sales to drive predictable revenue growth.

CORE COMPETENCIES

- **Program Management:** GTM Strategy, Sales Enablement, Partner Activation (US & LATAM).
- **Revenue Operations:** CRM Workflow Design (HubSpot/Salesforce), Forecasting, KPI Tracking.
- **Cybersecurity:** Privileged Access Management (PAM), Zero Trust, IAM, Identity Security.
- **Sales Methodology:** MEDDICC, Sandler, Outbound Campaign Structure.

PROFESSIONAL EXPERIENCE

FUDO SECURITY | Newark, CA (Hybrid/Remote)

Senior Manager, Business Development & Partnerships (Americas) | Feb 2024 – Nov 2025
Recruited to operationalize the US GTM motion and drive partnership activity for a Zero Trust security vendor.

- **GTM Operations:** Restructured the outbound sales motion, resulting in a **160% year-over-year increase** in active pipeline coverage.
- **Partnership Activation:** Managed the US and LATAM channel ecosystem, delivering technical-to-commercial training that reactivated dormant resellers.
- **Sales Enablement:** Developed the "Internalization" messaging playbook, shifting the field team's focus from feature lists to business risk (adopted for RSAC 2025).
- **Territory Management:** Oversaw revenue operations for a focused book of **~600 enterprise accounts**, optimizing segmentation and CRM hygiene.
- **Process Improvement:** Redesigned Salesforce/HubSpot workflows to improve data quality and reduce sales cycle friction by **15%**.

BASIN & ASSOCIATES | Mountain View, CA **Principal Consultant (GTM & Sales Systems)** | 2023 – 2024 *Provided fractional GTM management for early-stage AI and SaaS startups.*

- **Sales Infrastructure:** Built "Zero-to-One" outbound systems and CRM instances for founder-led teams.

- **Program Design:** Developed customer success frameworks that improved client retention by **20%** for early-stage clients.
- **Lead Generation:** Implemented AI-driven prospecting workflows that secured the first enterprise pilots for client ventures.

SENSE | San Francisco, CA (Remote) **Group Manager, Business Development** | 2021 – 2023
Promoted from Team Lead to Group Manager to oversee global BD operations and strategy.

- **Team Leadership:** Managed a team of 5 BDRs to achieve **105% of quota**, generating over **\$10M in pipeline** across three quarters.
- **Operational Excellence:** Built and standardized sales automation sequences that reduced customer churn by **12%**.
- **Enablement:** Designed and led the company-wide social selling training program, increasing response rates by **125%**.
- **Individual Contribution:** Personally sourced and closed the first **\$250K outbound deal** in company history.

SURVEYMONKEY (MOMENTIVE) | San Mateo, CA **Enterprise Account Manager** (Promoted from Senior BDR) | 2019 – 2021 *Managed high-value enterprise relationships and drove expansion revenue.*

- **Account Management:** Managed a **\$300M+ enterprise portfolio** consisting of 700+ accounts.
- **Revenue Growth:** Identified and closed **\$300K** in expansion revenue by cross-selling new analytics features.
- **Campaign Pilot:** Partnered with Marketing to pilot new outbound messaging strategies, which were later rolled out to the wider team.

EARLY CAREER OPERATIONS | Silicon Valley **Operations & Field Roles** | 2010 – 2015

- **Google (2014-2015):** Operations Specialist. Analyzed user trends to drive a **15% increase** in operational efficiency for the Google Shopping launch.
- **NetApp (2013-2014):** Operations Analyst ensuring process adherence.
- **Hewlett-Packard (2010-2011):** Field Sales Representative.

EDUCATION & CERTIFICATIONS

- **MBA, Business Strategy and Technology Leadership** | Santa Clara University, Leavey School of Business (2023)
- **B.S., Psychology & Business Administration** | University of Phoenix (2012)
- **Certifications:** MEDDICC (AE Accelerator), Sandler Selling System, HubSpot Advanced, Salesforce, Gong.
- **Languages:** English (Native/Fluent), Russian (Native/Fluent).