

Erez (EZ) Haimowicz

Head of Global Enablement | GTM Strategy & Revenue Enablement B2B SaaS & Cybersecurity

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Head & Principle-level Field & Revenue Enablement leader with 10+ years in B2B SaaS (7+ in Enablement, 4+ in Direct B2B Sales), building measurable, data-driven programs for global GTM organizations. Expert at partnering with Sales Leadership and Revenue Operations to define enablement strategy, manage full program lifecycle from inception through delivery, and communicate business impact to senior stakeholders. Proven ability to bridge Sales and Customer Success, tighten cross-functional collaboration, and create a seamless customer experience from first meeting to renewal.

Skills & Competencies

Strategy & Leadership: Enablement strategy definition · Partner to Sales Leadership & Sales Ops · Stakeholder management · Revenue intelligence · Gap and ROI analysis · Change management · Cross-functional collaboration (Sales / CS / Marketing / Product / RevOps)

Program & Project Execution: Onboarding & everboarding · Manager coaching frameworks · Sales Kickoffs (SKO) · Certification lifecycle management · Segment-based enablement · Global program rollouts · Project planning & timelines · Success metrics · Managing multiple concurrent initiatives

Sales Methodologies & Process: MEDDPICC implementation · Value-based selling · Discovery frameworks · Deal inspection & pipeline reviews · Forecast discipline · Competitive positioning · Objection handling · Command of the Message

Tech Stack, Data & eLearning: Salesforce (CRM) · 6sense (ABM & intent) · Gong (revenue intelligence) · Highspot & Seismic (sales content & knowledge) · Allego, Thought Industries, Articulate 360 / Rise (LMS & eLearning) · LinkedIn Sales Navigator · Zoom · SharePoint · ZoomInfo

AI & Innovation: Enablement automation · Custom GPTs · AI-powered content governance · Micro-learning production (video/voiceover) · In-flow coaching and just-in-time guidance (Slack, Salesforce)

Professional Experience

SentinelOne | Senior Manager, Content and Systems Enablement | Remote | Jul 2024 to Aug 2025

- Partnered with VP Sales, Sales Operations, and Global Revenue Enablement to define segment-level enablement strategy, aligning programs with AOP, pipeline, and win-rate goals, and regularly communicating impact to senior leadership.
- Owned the full lifecycle of core programs (onboarding, everboarding, manager coaching, competitive enablement) from needs analysis and design through content development, delivery, reinforcement, and measurement, contributing to a 50% reduction in ramp time for new hires.
- Worked with Sales, CS, and Partner leadership, plus high-performing reps to identify business needs, design learning journeys, launch programs, gather feedback, and iterate based on performance and usage data.
- Drove 100% MEDDPICC adoption by embedding qualification criteria directly into Salesforce stage gates, manager coaching templates, and deal reviews, improving forecast accuracy and deal inspection quality.
- Architected a “Manager Coaching OS” (structured 1:1 templates, call rubrics, and coaching guides) adopted by 90% of frontline managers within six months.
- Enforced data-driven content governance, retiring 800+ stale assets and establishing a “three-click” content discovery standard in Highspot, significantly improving field efficiency.

Twilio | Senior Sales Enablement Manager, Growth | Remote | May 2022 to Feb 2024

- Leveraged 6sense and ZoomInfo intent data to prioritize account focus and tailor enablement around high-intent segments, helping reps target the right accounts with the right plays at the right time.
- Led global enablement for a 150+ person GTM organization (SDR, AE, AM, CS, SE), focusing on bringing order to ambiguous processes and scaling repeatable programs across regions and segments.
- Partnered with Sales Leadership, Product Marketing, and RevOps to align enablement initiatives to pipeline creation, stage conversion, and retention goals; reported progress and impact via quarterly business reviews.
- Drove \$700K in annual savings by consolidating redundant licenses (Salesforce, Gong, Highspot) and standardizing GTM workflows, improving data quality and usability for Revenue Operations.

- Deployed “WiseOwl,” an AI-enabled sales assistant integrated into Slack and Salesforce, reducing seller content search time by 60% and improving time-to-knowledge for the field.
- Orchestrated global Challenger/value-selling workshops and reinforcement programs, resulting in a 40% lift in stage conversion and an internal enablement NPS of 80.
- Led cross-functional project teams across Sales, CS, Product Marketing, and CS Ops to deliver outcome-based learning programs with clear project plans, timelines, and success metrics.

Tessian | Global Sales Enablement Director | Remote | Dec 2019 to Nov 2020

- Founded and built the global enablement function across EMEA and North America, owning strategy and execution for onboarding, continuous learning, and Sales Kickoffs (SKO).
- Partnered with Product and Marketing to roll out persona-based messaging and multithreading frameworks, driving a 19% lift in enterprise conversion within six months.
- Reduced time-to-first-deal by designing sequenced learning paths and role-play certifications for all GTM roles, improving ramp predictability and consistency.
- Increased sales readiness scores by 35% by restructuring Highspot with intuitive taxonomies and implementing automated playbook and battlecard maintenance.

Cofense | Sales Enablement Director | Remote | Oct 2018 to Sep 2019

- Led global enablement during the PhishMe → Cofense rebrand, aligning Sales, Marketing, and RevOps on new positioning, messaging, and competitive narrative.
- Implemented Allego as the core LMS for scenario-based practice and assessments, achieving a 96% certification pass rate across GTM roles on new messaging and product positioning.
- Built objection-handling frameworks and competitive battlecards that increased prospecting success by 27% and directly influenced \$1.0M in net new ARR.

Earlier Experience

Mimecast | Sales Enablement Manager | Remote | 2017 to 2018

- Facilitated GTM onboarding and Command of the Message reinforcement for Sales, reducing ramp time by 25% and increasing KPI attainment by 20%, with a training NPS of 93.

Proofpoint | Account Executive | Remote | 2014 to 2017

- Top-performing Account Executive for mid-market and enterprise new business; multiple President’s Club awards and consistent over-quota performance.

Certifications and Awards

- Generative AI: Working with Large Language Models - QAS (2025)
- Introduction to Generative AI – Google (2025)
- Culture Champion Award – SentinelOne (2025)
- Sales Enablement Program Management – Sales Enablement Collective (2024)
- Builder and Owner Award – Twilio (2024)

Education

- Business Management – College of San Mateo