EDWIN OJEDA

Chief Revenue Officer | AI/ML • Cybersecurity • Enterprise SaaS
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EXECUTIVE PROFILE

Transformational Chief Revenue Officer with 23+ years architecting growth strategies for AI-driven SaaS, cybersecurity, and enterprise technology organizations. Demonstrated expertise scaling startups to achieve **121% ARR growth** while building cross-functional teams of 80+ that delivered **$30B+ in cumulative revenue**. Strategic leader combining deep AI/ML market knowledge with proven ability to align product, go-to-market, and customer success functions. Track record driving organizational transformation through data-driven decision making, strategic partnerships, and high-performance team development. **Bilingual executive** (English/Spanish) committed to fostering diverse, accountable cultures that consistently exceed ambitious targets.

Career Impact Metrics

$30B+ Cumulative Revenue Generated
121% ARR Growth (AI SaaS Startup)
80+ Teams Built & Scaled Globally
130-144% Consistent Quota Attainment
Fortune 500 Enterprise Client Portfolio
8x President's Club Achievement

CORE LEADERSHIP COMPETENCIES

AI/ML Go-to-Market Strategy
Cybersecurity Sales Leadership
SaaS Revenue Architecture
Strategic Partnerships
Product-Market Fit
Cross-Functional Leadership
Organizational Scaling
M&A & PE Advisory
Team Building & Development
Enterprise Security Solutions
Data-Driven Analytics
Global Market Expansion

PROFESSIONAL EXPERIENCE

INTEGRĀTZ | Chief Revenue Officer

April 2025 – Present | Dallas, TX | AI-Powered Automation & Systems Integration

Architecting revenue strategy for intelligent automation consultancy serving Fortune 500 enterprises across aerospace, distribution, manufacturing, insurance, and energy sectors

Enterprise AI Transformation: Built and scaled revenue organization delivering AI-powered automation, RPA, and systems integration to Fortune 500 clients including Boeing, FedEx, Nike, Sherwin Williams, Johnson & Johnson, and Capital One, achieving 30%+ operational velocity improvements across critical enterprise workflows.

Proprietary IP Development: Developed and commercialized CXV Score™ (Customer Experience Velocity) diagnostic framework measuring operational velocity 0-100, positioning company as thought leader in AI-driven operational transformation and enabling data-driven C-suite sales conversations.

Strategic Ecosystem Partnerships: Established Centers of Excellence with Automation Anywhere and UiPath, creating Lighthouse platform providing end-to-end RPA support, change management, and DevOps integration across multiple sectors and geographies.

Complex Enterprise Engagements: Led multi-million dollar transformations reducing aerospace client workflows from 21 to 3 days, streamlined invoice-to-pay processes for national maintenance companies, and optimized B2B distributor accounts payable operations.

REACHIFYAI | Chief Revenue Officer

June 2023 – March 2025 | Remote | AI-Driven SaaS Concierge Platform

Led end-to-end revenue transformation for AI SaaS startup from inception to scale

Revenue Architecture & Growth: Architected comprehensive revenue strategy integrating sales, marketing, product, and customer success, driving 121% increase in annual recurring revenue while establishing scalable RevOps infrastructure for continued expansion.

AI Product-Market Alignment: Partnered with product and engineering leadership to ensure AI solutions addressed critical customer pain points, achieving 97% customer retention through continuous feedback loops and data-driven roadmap prioritization.

Strategic Partnership Development: Cultivated C-suite relationships with Fortune 500 enterprises, expanding market presence and increasing average deal size by 146% through value-based pricing models and innovative subscription tier strategies.

High-Performance Team Building: Built and mentored cross-functional startup teams, establishing accountability frameworks, KPI systems, and performance management processes enabling consistent goal achievement across revenue functions.

EVOTEK | Area Vice President

February 2021 – January 2023 | Dallas, TX | $500M Cybersecurity & Infrastructure Solutions

Executive Leadership Team member driving organizational strategy, cybersecurity expansion, and market diversification

Executive Leadership & Strategic Direction: Delivered $300M+ in revenue (130% of target) while serving on leadership team responsible for company-wide strategy, brand positioning, and operational excellence. Contributed to M&A advisory achieving >10x valuation offer from private equity.

Cybersecurity Market Expansion: Spearheaded strategic expansion into cybersecurity, cloud security, and managed security services, achieving 54% growth in existing account spend through consultative engagement and solution architecture across enterprise portfolios.

Team Performance Excellence: Led 12 direct reports to +100% goal attainment through structured development programs and accountability systems, producing 77% close rate on qualified opportunities while establishing enterprise-grade talent frameworks.

Private Equity Advisory: Provided strategic due diligence for PE evaluation, conducting comprehensive client assessments validating account health, growth trajectory, and market positioning for successful exit strategy.

BMC SOFTWARE | Global Account Director

June 2019 – February 2021 | Houston, TX | $2.8B Autonomous Digital Enterprise Platform

Managing strategic accounts (IBM, DXC, Perspecta) representing 11% of company revenue ($550M annually)

Global Team Leadership: Directed 50+ person global organization spanning sales, marketing, and customer success across three product units and multiple geographies, aligning cross-functional resources to unified revenue objectives and achieving 144% of plan.

Strategic Account Transformation: Orchestrated turnaround of at-risk $2B+ enterprise portfolio through executive stakeholder engagement, custom solution development, and partnership restructuring, preventing customer erosion and driving growth.

Complex Negotiations & Crisis Leadership: Led resolution of high-stakes IBM global contract dispute and class action lawsuit settlement, demonstrating executive judgment and negotiation capabilities under extreme pressure while preserving strategic relationships.

Consistent Excellence: Achieved President's Club recognition while contributing materially to company performance and shareholder value through strategic account expansion and competitive displacement initiatives.

AUTOMATION ANYWHERE | Senior Director, North America

March 2018 – May 2019 | San Jose, CA | $3B Enterprise RPA & AI Platform

Built and scaled North American revenue organization during hypergrowth phase toward IPO

AI-Driven Revenue Growth: Led 12 sales directors to deliver $10.6M in net new business while achieving 1,110% productivity improvement metrics, validating AI-driven automation ROI for enterprise clients and accelerating market adoption.

AI/ML Thought Leadership: Represented company at premier industry conferences and SSON events, positioning organization as RPA and AI automation market leader while building executive-level brand awareness and strategic partnerships.

Go-to-Market Excellence: Designed territory coverage model and partner ecosystem strategy that accelerated first-year revenue attainment, earning retention bonus and equity grant for exceptional performance during critical growth phase.

AUTOMIC SOFTWARE (Acquired by CA Technologies) | Enterprise Automation Specialist

April 2015 – January 2018 | Austin, TX | $27B Enterprise Software Portfolio

Scaled $350M market segment with global team of 80 sales professionals

Global Sales Organization Leadership: Managed 80-person global sales team, implementing consistent methodologies and enablement programs that improved operational efficiency 12.5% across 17-state partner ecosystem.

Innovation & Product Launch: Led go-to-market strategy for first enterprise private cloud offering, achieving $48M first-year revenue through market validation, customer adoption programs, and strategic positioning against cloud incumbents.

Strategic Negotiations & Dispute Resolution: Resolved high-stakes $2.8M contract dispute within six months through strategic negotiation and legal/business alignment, preserving critical customer relationships and company reputation.

BMC SOFTWARE | Automation Workload Specialist

November 2006 – March 2014 | Houston, TX | $2.8B Enterprise Software

Built foundation for enterprise sales excellence and global revenue expansion

Sustained Excellence & Market Leadership: Achieved President's Club recognition every year while closing 97 net new enterprise accounts with 83% competitive displacement rate, generating $517M in net new revenue across North America, LATAM, and EMEA.

International Market Development: Grew LATAM regional sales to $41M (712% of plan) through licensing accountability, strategic partner development, and localized market strategies, establishing foundation for continued regional expansion.

Sales Enablement & Team Development: Trained automation specialists on strategic go-to-market methodologies, driving 122% increase in new sales across regions through knowledge transfer, coaching excellence, and consistent process adoption.

EDUCATION & CERTIFICATIONS

Bachelor of Science in Business/Marketing | Daemen College, Amherst, NY (Degree Not Attained)

Minors: Spanish and Hispanic Studies | **Bilingual:** English/Spanish (Native Fluency)

Executive Leadership Programs: Cybersecurity Sales Excellence, AI/ML Go-to-Market Strategy, SaaS Revenue Operations

BOARD ADVISORY & STRATEGIC INITIATIVES

Board Advisory Availability: Open to advisory roles with AI, cybersecurity, and enterprise SaaS organizations focused on high-growth, mission-driven transformation

Industry Leadership: Attended ScaleUp:AI 2025 (Insight Partners' premier AI conference), engaging with 300+ VIP attendees including AI builders, executives, founders, investors, and enterprise leaders. Networked extensively with industry luminaries on AI innovation, adoption strategies, and enterprise AI transformation best practices.

Thought Leadership: Speaker and panelist at enterprise technology, AI/ML, and cybersecurity conferences; contributor to revenue transformation and go-to-market strategy discussions

Community Leadership: Long-term volunteer with Candlelighters Childhood Cancer Family Alliance, Camp Cliff, and St. Jude's Cancer Research (2006–Present)

EXECUTIVE REFERENCES

Available upon request from CEOs, Board Members, and C-Suite technology executives across Fortune 500 and high-growth technology organizations