

# EDWIN OJEDA

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

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## EXECUTIVE PROFILE

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**Transformational Chief Revenue Officer** with 23+ years architecting growth at the intersection of AI, Cybersecurity, and Enterprise SaaS. Generated \$30B+ in cumulative revenue while scaling organizations from startup (121% ARR growth) to Fortune 500 Enterprise. Built and led global teams of 80+ across product, sales, and customer success. Proven expertise translating complex technical differentiation into executive buying conversations and architecting revenue engines that consistently exceed targets. **Bilingual executive** (English/Spanish) with deep track record in organizational transformation and high-performance team development.

Revenue Generation	Team Performance	Strategic Execution
\$30 B+ Cumulative	80+ Global Teams	121% ARR Growth ReachifyAI
\$517 M net new BMC	144% of plan BMC	\$10.6M 1 <sup>st</sup> Year AA
\$300M+ Evotek	9x Presidents/Chairmans Club	97% Customer Retention
\$48M Automic/CA	77% Close Rate Evotek	83% competitive wins

## CORE LEADERSHIP COMPETENCIES

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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 Analysis	Global Market Expansion

## PROFESSIONAL EXPERIENCE

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### INTEGRĀTZ | Chief Revenue Officer

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

*Engaged as interim CRO to architect revenue strategy during ownership transition; role transitioned to advisory capacity November 2025.*

**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 address 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 | Multiple Leadership Roles

Houston, TX | \$2.8B Autonomous Digital Enterprise Platform | 10+ Years Total Tenure

**Demonstrated career progression from specialist to global account director managing \$550M in strategic enterprise relationships**

### Global Account Director – IBM, DXC, Perspecta June 2019 – February 2021

**Strategic Portfolio Transformation:** Directed 50+ person global team to 144% of plan, turning around at risk \$2B enterprise portfolio through executive stakeholder engagement and custom solution architecture

**Crisis Leadership & Complex Negotiations:** Led resolution of high stakes Major Account global contract dispute and class action lawsuit settlement, preserving strategic relationships under extreme pressure

**Cross Functional Orchestration:** Aligned sales, marketing, and marketing, and customer success across three product units and multiple geographies to unified revenue objectives

### Automation Workload Specialist November 2006 – March 2014

**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 a 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.

## 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.

## EDUCATION & EXECUTIVE DEVELOPMENT

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**Bachelor of Science in Business/Marketing** | Daemen College, Amherst, NY

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

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**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

**Author:** <https://www.linkedin.com/pulse/what-do-you-when-matters-edwin-ojeda-xh30c/>

<https://www.linkedin.com/pulse/leadership-sometimes-dark-side-unavoidable-edwin-ojeda-2hqsc/>

<https://www.linkedin.com/feed/update/urn:li:activity:7404645080155717632/>

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

## EXECUTIVE REFERENCES

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Todd DeLaughter, CEO, Board Chairman, Board Advisor, Alpega

Jeff Klenner, President, Evotek, Board Member, Lead Investor at ReachifyAI

Matt Stamper, CEO, CISO Advisor, EAG, LLC

Justin Springer, Global Executive Strategist, Broadcom

Josh Burnley, CEO, Integratz

Richard Hellinger, President, Garyline & Gary Plastic Packaging

Michael Beaver, CRO, ScieceLogic

Terry Gast, SVP, BMC Software

Aymeric Ratel, GM & VP Sales LATAM, Automation Anywhere

Kevin Smith, SVP, BMC Software

Katie Farmer, President and CEO at BNSF Railway

Lynn Wheeler, Executive Director, Candlelighters Childhood Cancer Family Alliance