

# Outreach

Owned By Eloise Kelleher  
Tool Type Sales Execution  
Message Channels Email

Annual Cost \$310,000

Cost Per Communication \$0.21

Integrations



## Stats

### Tool Overview

Outreach is our primary sales execution platform used by sales development, account executives, renewals, marketing, and more across the GitHub organization to engage new and existing customers in communications.

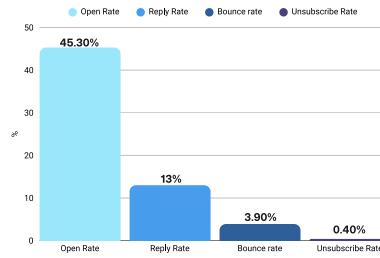
### Tool Data

What does this mean? (i.e. Customer email addresses, company details, etc.)



300 Licenses

97% Assigned



## Tool Roles

<b>Role Description</b> 80+ GitHub assigned to this role. EBR, Senior Manager SMB AE, Sales Executive, Sales Representative, Enterprise AE, SMB AE, Renewals Director, Sales AE, Renewals AE, Product Manager, Success Manager, Application Security, Sales Executive, Embedded Experience Lead.	<b>Role Description</b> 81+ GitHub assigned to this role. EBR, Senior Sales Representative, SMB AE, Mid Market Sales Representative, Corporate Sales, Digital Sales AE, Sales AE, Renewals AE, EBR, Corporate Account Executive, Business Development, SDR.	<b>Role Description</b> 33+ GitHub assigned to this role. Senior Sales Manager, Enterprise Sales Director, Enterprise Account Manager, Partner Development Manager, SMB Sales Representative, Senior Mid Market AE, SMB Sales Manager, Sales Director, SMB Sales Representative, Account Manager, Senior Service Sales Representative, Sales Manager, Corporate Sales Representative—India, Field Security Specialist.	<b>Role Description</b> 33+ GitHub assigned to this role. Senior Director SMB Sales, Director of SMB Sales, Director SMB Sales, SMB Sales Manager, Mid Market Sales, VM SMB Sales, Director SMB Sales, Director SMB Sales, Sales, Director Mid Market Sales, Senior Director SMB Sales, Director SMB Sales, Director of SMB Sales, Manager, Corporate Director Enterprise Accounts, Head of Digital Sales, Manager, Delta Development, Field Security Specialist.	<b>Role Description</b> 18+ GitHub assigned to this role. Regional Marketing, Corporate Marketing, Field Marketing, Manager, Lifecycle Marketing, Marketing Manager, Regional Marketing, Marketing Strategist, Marketing Manager, Manager & Strategist, Regional Marketing Manager.	<b>Role Description</b> 12 GitHub assigned to this role. Digital Sales AE, + Product Manager PGJ.
<b>Role Description</b> 13 GitHub assigned to this role. Business systems, Sales Operations, RedOps, Reporting, Product Analysis, Software Engineer.	<b>Role Description</b> 13 GitHub assigned to this role. Inside Account Manager, Application Security Executive, GHSS Sales.	<b>Role Description</b> 14 GitHub assigned to this role. Partner Program Manager, EMEA/SMB Manager, SMB AE, GHSS Mid Market Sales Rep.	<b>Role Description</b> 14 GitHub assigned to this role - EBR & Strategic EBR.	<b>Role Description</b> 14 GitHub assigned to this role - Customer Success Manager.	

## Communications

### New Engagement

Preview  
Dain Sundstrom ▾  
Chief Technology Officer - Starburst

Subject Starburst / GitHub

Hey Dain,

We haven't yet had an opportunity to connect, but I manage the relationship with Starburst here at GitHub.

Our SMB team is working with a lot of companies in your space around maximizing development efficiency through AI while strengthening their AppSec posture. As a technical leader, I'm thinking you have a hand in similar initiatives.

It would be great to learn more about your development goals, and security initiatives to make sure we help you meet them.

Are you available on Wednesday or Thursday to connect?

Respectfully,  
Gurinder

### Marketing Follow Up

Preview  
David Simion ▾  
Team Lead Software Developer - Xtra-auto SLU

Subject Xtra-auto SLU - GitHub Event Follow-Up

Hi David,

I am on Xtra-auto SLU's Account Team, hope you're well. We see you recently attended [Insert Event Name] and wanted to personally follow up and offer time with you if there are elements from the event you'd like to discuss.

[Add relevant info from the lead info in SFDC]

We are diving deep into the benefits of AI within software development workflows with all sorts of organizations right now, inclusive of both developer coding productivity as well as leveraging this technology to bolster security. Are you currently utilizing AI in these workflows?

If so, who is best to schedule time with alongside you at Xtra-auto SLU?

Cheers,

### Strategic Invite

Preview  
Oscar Mederos ▾  
Principal Engineer Information Security - Chevy

Subject Take secure development to a new level with GitHub at RSAC 2025

Hi Oscar,

Github will be at RSAC in San Francisco April 28-May 1.

Check out all of the ways you can plug in with us at the conference:

- Request a 1:1 meeting with our GitHub leaders and experts
- Check out our lunch session and happy hour with the Microsoft Security Hub
- Stop by our booth for a live demo of our AI Copilot and security tools and play an interactive game for swag at Booth 2009!
- Get quality face to face time with our CISO, Alexis Wales and other GitHub leaders at our exclusive VIP Dinner on April 29th at O' by Claude Le Tohic (invite-only)
- Network after hours at our partner reception with StackHawk and Modus Create

Please free to register for all of our extra events as listed above or reach out to [redacted] with any questions.

### Move a Deal Forward

Preview  
Todd Brower ▾  
Senior Architect - OMF

Subject Boost Your Coding Efficiency with GitHub Copilot

Hi Todd,

We noticed that your team is exploring GitHub Copilot, and we wanted to share a resource that showcases how Copilot can significantly enhance coding efficiency through intelligent code completion and speed enhancements.

Check out this video and see how Copilot can streamline your development process:

[GitHub Copilot: Basics for VS Code Users](#)

Let us know if you have any questions or would like to discuss this further.

Best regards,  
Gurinder

### Re Engagement

Preview  
Mark Jones ▾  
Head of Software Engineering & Tooling - British Telecom

Subject British Telecom ↔ GitHub Reconnect

Hey Mark,

I just took over as the Account Manager for British Telecom here at GitHub. It looks like you had a previous conversation with one of my colleagues about GitHub.

It seems like your team was interested in GitHub Enterprise + GitHub Advanced Security but we weren't able to get it across the line.

As our platform continues to mature, I was wondering if you'd like to reconnect and hear more about some of the updates.

Are you available this week or next for a call? If it's easier book some time on my calendar [here](#).

Respectfully,

### Customer Developer Engagement

Preview  
Janice Cheang ▾  
Manager, Information Technology Operations - ServiceRocket

Subject Fully maximising GitHub Copilot for ServiceRock

Hi Janice,

If we haven't met yet, my name is Nicole, from GitHub. I am part of our account team supporting ServiceRocket along with your account executive Melissa Sim. Given the new calendar year, it's now a perfect time to re-align and make sure we're on the same page, fully leveraging the tools we have.

How are you maximising your GitHub Copilot usage lately?

Given that GitHub Copilot is aimed at enhancing productivity and speed in development, our team would be happy to share some resources on prompt engineering and best practices. We want to help ensure you're fully leveraging the tool.

We can jump on a 10 minute call to understand more about your usage experience, any blockers you may be facing and offer options on how