

Alfred Armendariz

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Strategic Enterprise Account Executive/Sales Leader

Experience

Consulted as the VP of Sales, Strategic Talent & AI Solutions | Solvo Global (VensureHR) | Chicago, IL
Sep 2025 – Nov 2025

- Built a hybrid **staff augmentation + technology consulting (ProServe)** model that generated **\$90K in new revenue**, including:
 - **4 Preliminary Customer Agreements** to source **16 near-shore IT/DevOps/Data/ML engineers**
 - **4 successful placements** across **2 client organizations**
 - **Closed-won \$60K** ProServe deal for GE Developer Program Integration + API/SDK consulting project with **Med-Compliance IQ**
 - **Closed-won \$30K** ProServe deal for staff augmentation + mobile app development engagement with **Align Plus**
- Shortlisted as a **top-three RFP finalist** for **Southern Company/Georgia Power Engineering**, following C-suite-level technical solution presentations.
- Led **GTM, startup/enterprise sales, and strategic partnerships** across financial services, healthcare, legal, and technology verticals—driving adoption of AI, automation, nearshore delivery, and ProServe solutions.
- Managed a **multinational team** across the U.S., Colombia, and LATAM to accelerate placement velocity, data engineering delivery, software development, and AI automation consulting.
- Engaged CIO/CTO/CFO/SVP stakeholders to align **near-shore workforce models** with digital transformation, ROI acceleration, and cost-optimization initiatives.
- Built and deployed a **new AI/ML-enabled sales playbook**, increasing deal velocity and conversion rates by **30%+**.
- Increased operational excellence for VensureHR partnerships with LATAM-based tech partners **Allied Global, Softgic.co, and CreAI** to expand scalable engineering, automation, and AI talent pipelines.
- Implemented **MEDDPICC** as the standardized enterprise sales methodology, improving forecast accuracy and revenue consistency.
- Advised clients on **AI/RPA roadmaps, data-migration frameworks, and BPM automation**, improving operational efficiency and scalability.
- Improved internal operations by partnering with Talent Acquisition, Onboarding, and Salesforce admin teams to increase sourcing velocity and optimize the Salesforce Sales Engagement Platform.
- Collaborated with Vensure + Solvo marketing on **prospecting assets, event strategy, and proposal collateral**.
- Hosted weekly **Technology Office Hours** to upskill consulting teams on engineering roles, nearshore talent models, and ProServe delivery best practices.

Senior Enterprise Account Executive, New Logos | BaseCap Analytics | Chicago, IL May 2024 – Nov 2024

- **Closed-Won** \$285K new-logo deal with Suncoast Credit Union (#7 largest CU in the U.S.) (FY '24), establishing BaseCap's first footprint within the credit union vertical.
- Lead the procurement [Apollo.io](#) and HubSpot for multi-threaded sales prospecting.
- Championed Databricks and Snowflake integrations. With BaseCap building their first cloud enterprise data platform integration with Databricks for Suncoast Credit Union deal.
- Built and executed net-new logo GTM strategy for the Global Accounts vertical, developing a target list of high-value ICPs across banking, credit union, mortgage, and FinTechs.
 - Prospected 40–50 new enterprise accounts, generating qualified opportunities for data quality, AI inference, and analytics modernization initiatives/workloads.
- Partnered cross-functionally with Solution Engineering to scope and deliver data quality and AI-driven workflow solutions addressing regulatory compliance, operational efficiency, and risk analytics.
- Expanded FinServe GTM beyond mortgage operations to include banking, credit union, and FinTech customers/use cases including transaction monitoring, behavioral analytics (KYC), loan decisioning, dynamic credit scoring, AML detection, churn prediction, and AI-assisted CX/chatbots.
- Built and executed persona-based messaging to engage C-suite and senior data leaders (CEO, CFO, CRO, CTO/CIO, CPO, VPs of Data Engineering, and LOB Directors), resulting in accelerated engagement and shortened sales cycles.
- Secured executive-level meetings across top financial institutions, including:
 - Northern Trust (COO)
 - Suncoast Credit Union (VP, Data Analytics)
 - Tradeweb (CTO)
 - Colonial Savings (SVP/Director, Loan Servicing)
 - Wintrust (EVP, Operations)
 - U.S. Bank (SVP, Data & Insights)
 - Zillow (VP, Mortgage Operations & Sr. Director, RevOps)
 - PrimeLending (AVP, Compliance Manager)
 - Supreme Lending (CIO & COO)

Enterprise Named Accounts Account Executive Financial Services New Logos | Databricks, Inc. | Chicago, IL Oct 2022 – Feb 2024

- Prospected into 11 net-new enterprise FINS accounts, targeting top U.S. credit unions and mortgage lenders to expand Databricks consumption footprint.
- Partnered cross-functionally with Solutions Architects, ISVs/SIs, Snowflake compete teams, and CSPs to accelerate data and AI workload adoption.
- **Closed-Won** \$240K 1-year deal with Suncoast Credit Union (#7 largest CU in the U.S.) (FY '23).
- **Closed-Win** \$215K 1-year deal with BECU (#4 largest CU in the U.S.) (FY '23).
- **+4056% consumption spend increase (+\$7K/month) at Randolph-Brooks Federal Credit Union** (#11 CU) through expansion of production AI inference workloads (FY '23).
- **+3499900% consumption spend increase (\$0 → +\$35K/month) at United Wholesale Mortgage** (FY '23).
 - Prospected into CEO, Mat Ishbia who also owns the Phoenix Suns/Phoenix Mercury NBA/WNBA teams.
- **Ranked #3 of 880 account executives (AEs) globally for pipeline generation (+\$1.8M, FY '23).**
- Executed account plans aligned to the full data value chain—from ingestion/orchestration to ETL, Data Warehouse, Lakehouse architecture, and BI analytics.
- Championed AI/ML and advanced analytics use cases (KYC, Dynamic Credit Scoring, Chatbots, Market Prediction, and Risk/Churn Modeling) to drive cross-departmental adoption.

- Led FINS AE training sessions on consumption-based selling and expansion playbooks (users, usage, and use cases).
- Selected for Databricks Mentorship Program, mentoring 2 AEs on Databricks ICP, FinServe vertical/use cases, and co-selling with 3rd party ISVs, System Integrator, and Cloud Services Provider partners.

Global Accounts Account Executive, New Logos | Scale AI | Chicago, IL May 2022 – OCT 2022

- **Closed-Won** \$600K ARR deal with Roblox for Search Query and Ad Relevance—AI workloads.
- Developed and executed account strategy for Global Accounts vertical in partnership with SalesOps, Sales Leadership, and Solution Engineering teams to identify and target new-logo opportunities in high-growth enterprise tech verticals.
- Prospected into strategic accounts including ADP, Roblox, Reddit, NVIDIA, and Grainger, building multi-threaded engagement across data, AI, engineering, and CxO teams.
- Partnered with Solution Engineering to drive opportunities in AI data labeling (human-in-the-loop), data quality, hyperparameter optimization, large-scale distributed training, and inference workloads.
- Built a use-case-driven pipeline focused on accelerating AI adoption, improving model precision, and ensuring compliance across data ecosystems.

Sr. Account Executive | Amazon Web Services | Seattle, WA & Chicago, IL Mar 2017 – Apr 2022

- Prospected and closed net-new enterprise logos (FY '17 – FY '20), then expanded and renewed key strategic accounts (FY '21 – FY '22) across manufacturing, financial services, and technology sectors.
- **Closed-Won over \$125M in enterprise agreements** over five years through multi-threaded C-suite engagement and complex consumption-based deal structuring.
- **#1 AWS Marketplace seller for the Central U.S. by co-selling/channel selling with 3rd party Independent Software Vendors (ISVs) and System Integrator (SI) partners** achieving **\$1M+ annual sales via AWS Marketplace** co-selling with ISVs like Five9's, Fivetran, VMware, Snowflake, Splunk, Cisco, and Databricks (FY '19 - FY '21).
- **Closed-Won** landmark **3-year \$86M enterprise agreement with Doosan Bobcat**—among the largest in the Central U.S.—driving +36% YoY consumption (+\$2.9M ARR, FY '21).
- **Closed-Won** first VMware Cloud on AWS deal in company history (\$550K ARR FY '21).
- Promoted twice in four years for top performance; **received 2019 'Deliver Results' Award** and 2017 '**Rookie of the Year**'.
- **Exceeded annual quota 4 years in a row:**
 - **FY '21:** 106% of \$42.5M quota (+36% consumption, +\$2.9M ARR) — **Ranked #2 of 120 AEs in the Central U.S.**
 - **FY '20:** 101% of \$35M quota (+31% consumption, +\$1.3M ARR).
 - **FY '19:** 103% of \$65M quota (+35% consumption, +\$3.1M ARR).
 - **FY '18:** 102% of \$75M quota — named “Rookie Account Manager of the Year.”
 - **Closed-Won 25+ \$1M+ cloud-migration deals over five years**

Business Consultant | ADP | Seattle, WA May 2015 – May 2017

- Brought Human Business Processing Outsourcing platform (HRBPO) and Professional Employer Organization (PEO, #1 PEO platform in the world) to the Washington State market.
- **Presidents Club (FY '16, \$700K ARR).**
- **ADP “National Seller-of-the-Month” (FEB'16, \$65K MRR).**

Account Executive, New Logos | Smartsheet | Bellevue, WA Mar 2013 – Feb 2015

- 4th sales person hired at pre-IPO Smartsheet.
- **Presidents Club FY '14 (1st year Smartsheet had P-club).**

- Ranked #2 out of 45+ AEs in net-new revenue +\$675K ARR (FY '14).

Education

- Bachelor of Arts, Political Science, Azusa Pacific University
- Bachelor of Arts, Political Science, Seattle University

Additional Certifications

- ✓ Google AI Essentials Certification (MAR '25)
- ✓ Google Foundations: Data, Data, Everywhere Certification (FEB '25)
- ✓ Databricks Generative AI Fundamentals Certification (FY '23)
- ✓ Databricks Lakehouse Fundamental Certification (FY '22)
- ✓ AWS Associate Solution Architect certification (FY '17)