

Enterprise Strategy | Cross-Functional Leadership | Strategic Partnerships | Go-to-Market (GTM) Strategy  
Technical Discovery | Sales Engineering | Solution Selling | Pre-Sales Enablement  
Data Integrations | Program Management | Process Engineering

Versatile and strategic Sales & Product Leader with 15+ years of experience driving enterprise growth, customer engagement, and solution delivery. Skilled in shaping product vision and aligning it to go-to-market strategy. Proven ability to lead cross-functional teams through the entire customer lifecycle. Adept at identifying market opportunities, enabling sales organizations, and advising on product strategy through data-driven insights and stakeholder collaboration. A dynamic communicator and trusted partner to both executives and technical teams, known for delivering value, fostering innovation, and scaling operations to meet evolving business needs.

## PROFESSIONAL EXPERIENCE

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### Praecipio - A Periscope Company Austin, TX

Reporting to the CEO and CINO, developed and nurtured an annual services pipeline of \$20.4M attributed revenue. Created and developed the Solutions role (Sales Engineering), its responsibilities, key metrics, and tracking methods. Integrated the pre-sales process with marketing and sales processes. Created and led the Enterprise Agility, Strategy, and Visibility Services Community of Practice.

Principal Architect, Solutions (Sales Engineering) | 2021-2025

- Provided strategic guidance for VP and C-Level Fortune 500 clients on their overall technology landscape, enablement and communications plans, migration and integration approaches, and success criteria.
- Initiated go-to-market strategy for Enterprise Agility, Strategy, and Visibility while managing strategic partnerships with product and strategic vendors resulting in a 25% increase in COP pipeline YOY.
- Collaborated with Marketing to generate additional annual pipeline through thought leadership, workshops, client-focused campaigns, and GTM initiatives tailored to SaaS and AI-driven solutions.
- Provided technical sales support for discovery, proposals, and statements of work for Account Executives throughout the pre-sales cycle resulting in a win rate of 43%.
- Managed and mentored delivery and solutions personnel to address skills gaps while developing new services such as change management, enablement, executive visibility, and near-real-time financial visibility.
- Configured and Implemented technical proofs-of-concept integrating multiple technology stacks and AI, providing demo environments, and demo scripts for the solutions team, BDRs, delivery personnel, and clients.
- Enabled Account Executives on net-new products and capabilities while providing new-to-new and new-to-existing sales strategies, content, and outreach copy.
- Engaged in product discovery and roundtable sessions with Product Managers, UX Designers, and Product Marketing Managers to advise on product capabilities, data access needs, and integration strategies for net-new Atlassian products.
- Created and defined the Technical Sales function, shaping role responsibilities, determining key job tasks, and creating cross-functional understanding of the pre-sales process.
- Increased overall services pipeline by 30% through collaboration with marketing to develop account-based marketing strategies in the areas of Enterprise Agility, ITSM, and Cloud.
- Developed and led sales enablement programs for account executives for new processes, products, and services.
- Created and operationalized technical qualification and discovery strategies for 2 BDRs and 14 AEs.
- Implemented pre-sales work tracking systems, established performance metrics, and created relevant pipeline reports for sales and executive leadership.

## Praecipio Consulting, LLC Austin, TX

Reporting to the COO, established and expanded a \$25M North American consulting services business from the ground up resulting in PE acquisition in 2021. Oversaw professional services and client success, establishing Praecipio as a top Atlassian Platinum Partner.

Principal Consultant, Client Delivery (Professional Services) | 2013-2021

- Established annual revenue plans and budget targets for the professional services organization based on overall revenue and growth goals.
- Developed execution plans against annual revenue goals, monitoring weekly and monthly progress of the delivery teams while maintaining delivery quality resulting in 30% top line revenue growth YOY.
- Led a high-performing team of between eight and ten Solutions Architects to deliver technical solutions while maintaining 80%+ Utilization, NPS of 72, and \$25M in top-line revenue
- Created the Atlassian Redelivery Instructor-Led Training services arm generating an additional \$1M of top-line revenue annually.
- Initiated key partnerships with add-on vendors to develop additional services offerings and revenue streams while creating sales strategies with Account Executives and delivery methods with delivery personnel.
- Led cross-functional initiatives across marketing, sales, and delivery to establish client engagement, intake, and pre-sales processes to ensure an exceptional client experience when handed off to delivery for execution.
- Standardized and expanded services offerings to accommodate different client needs including business process assessments, accelerators, integrations, digital transformation, and coaching.
- Collaborated with Marketing to establish Account-Based Marketing practices including identifying personas, titles, and domains to create targeted campaigns for professional services offerings.
- Provided digital content and thought leadership to Marketing to launch effective campaigns with both non-gated and gated assets in collaboration with core product and third-party technologies.
- Delivered over 130 services engagements to clients including Fortune 20 companies, government agencies, and not-for-profit organizations while maintaining customer experience resulting in 75% repeat customer rate.
- Collaborated with Atlassian Learning to co-develop and deliver instructor-led content for multiple products including Jira, Confluence, Plans, and Jira Align.
- Developed internal delivery methodology, business processes, work tracking and reporting, and key metrics by which to measure client experience, architect development, and repeat customer rate.
- Navigated PE acquisition as part of the leadership team ensuring employee retention, top-down communication of new initiatives, and minimizing delivery disruption.
- Engaged in key activities during PE acquisition including process documentation, key interviews, and M&A methods.

## DeWolff, Boberg, and Associates (DB&A) Dallas, TX

Sr. Consultant, Operations | 2010-2013

- Conducted business process analysis for manufacturing, food processing, and nuclear energy including job task analyses, time studies, load balancing, resource loads, and waste identification.
- Monitored ERP implementation for NAVSEA for Heat Metrics and schedule changes across 12 separate project schedules while providing weekly ExComm reporting.
- Developed customized Management Operating Systems (MOS) for front-line supervisors and directors in Radiation Protection and Nuclear Chemistry at Palo Verde Nuclear Generating Station while also providing direct management coaching.
- Established company-wide standards for evaluating processes and coaching front-line supervisors in Radiation Protection and Nuclear Chemistry departments at 6 additional nuclear power plants.
- Created measurement and reporting tools for multiple private aircraft FBOs, reducing systems waste by up to 40% and cutting costs by up to 25% per site.

# Enterprise Holdings Mountain View, CA & Houston, TX

Vehicle Repair Manager | 2001-2010

- Led cross-department initiatives to develop maintenance standards, repair metrics, branch enablement materials, and remarketing reconditioning guidelines.
- Created electronic review and reporting methods for routine maintenance, repair, collision repair, and total loss disposal.
- Established new vendor relationships including negotiating rates, setting downtime expectations, and approval processes.
- Eliminated unnecessary repairs while maintaining established safety and reducing branch overhead resulting in winning the first ever Exceptional Achievement Award for Vehicle Repair in the state of California.

*Professional references available upon request*

## SKILLS & CERTIFICATIONS

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### Technology Implementation Experience

- Work Management - Atlassian Jira/Confluence, Azure DevOps, Oracle Netsuite
- Agile Portfolio Management - Jira Align, Aha!
- IT Service Management - Atlassian Jira Service Management
- DevOps - Gitlab, qTest (Tricentis), XRay, Splunk, and New Relic
- Artificial Intelligence - OpenAI, Ask-AI, Atlassian Rovo

### Methodology Implementation Experience

- Scaled Agile (SAFe, DAD, LeSS, Nexus)
- IT Service Management/ITIL4
- Business Process Optimization (BPO)

### Certifications

- Scaled Agile Framework Program Consultant (SPC) - Scaled Agile
- Certified Scrum Master (CSM) - Scrum Alliance

Numerous white papers, articles, and webinar presentations in Agile, SAFe Framework, ITIL framework, Atlassian products, enterprise strategy, executive visibility, enterprise governance processes, and cloud optimization.

## EDUCATION & BACKGROUND

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Claremont McKenna College - Bachelor of Arts in International Relations and Sociology

Co-Facilitator, Agile HTX Connection (volunteer) - Agile frameworks, coaching, and education

*Using the Lean Coffee format, discuss and debate all things agile with both long-term agilists and new-to-framework learners averaging 20 attendees monthly*

Co-Owner, Marlin Sport Marine - Custom decals for the Houston-area sport fishing and fishing guide community

*Head of Operations including customer experience, intake, and invoicing while managing the execution process across an AI-optimized and connected tool chain*