

# Greg Hilsenrath, PsyD

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## Executive Summary & Leadership Strengths

**AI & Blockchain Sales Leader · \$100M+ Closed · SaaS & GTM Strategy · Speaker & Advisor**

Sales and business development leader specializing in AI/ML, blockchain, SaaS, OMS/PMS/EMS, and Web3 technologies. 20+ years driving \$100M+ in revenue across startups, mid-stage growth companies, and Fortune 500 enterprises. Proven GTM strategist and enterprise closer, with a record of scaling sales teams, launching new markets, and driving measurable transformation across multiple industries. Trusted speaker, trainer, and advisor on AI, blockchain, and SaaS adoption.

### Leadership Strengths:

AI/ML Strategy & Enablement | GTM Execution | Enterprise SaaS Sales | Blockchain & Web3 Solutions | OMS/PMS/EMS Platforms | Strategic Account Growth | CRM & Pipeline Management | Public Speaking & Training | Emerging Tech Adoption | Green Space market growth

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## Career Wins & Impact

- **Closed \$2M+ at WaveDancer:** Delivered first enterprise blockchain SaaS revenue; led onboarding and adoption across Oil & Gas, Pharma, Logistics.
- **Built \$10M pipeline at Crypto Asset Rating:** Delivered GTM strategy, secured Web3 partner channels.
- **Closed \$80M at SAP:** Built new federal Sales team and GTM Strategy; earned multiple Club awards.
- **200%+ Quota at Hewlett Packard Enterprise:** Surpassed \$2M+ annual quotas; 2x President's Club winner.
- **Closed \$6M in Year 1 at Overtone Software:** Built, hired, and led a 24-person SaaS federal sales team, \$80M
- **Trainer & Speaker:** Delivered blockchain, AI/ML, OMS/PMS/EMS, and Web3 sessions for clients including Amgen, Kite, Pitney Bowes, and Santa Barbara County; speaker at Consensus (CoinDesk), Blockchain Supply Chain Association, Oil & Gas Digital Transformation.

### Select Consulting, AI & GTM Projects:

- Delivered AI automation roadmap and sales enablement strategy for a digital asset management platform, resulting in a \$10M pipeline within 6 months.
  - Trained C-level clients across logistics and pharma on practical AI use cases to drive revenue growth, margin improvement, and customer experience transformation.
  - Integrated OMS/EMS/PMS sales motions with AI-led analytics for faster onboarding and higher customer retention.
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## Professional Experience

### AI & Web3 Sales Consultant | GTM Advisor | AI Enterprise Strategy

*Manhattan Beach Capital—Los Angeles, CA | 2024 – Present*

- Design and execute AI/ML and blockchain GTM strategies for digital asset and SaaS companies; advise clients on revenue impact, sales enablement, and automation adoption.
- Clients include Auro Digital (OMS/EMS/PMS platforms) and Gray Matters (AI + blockchain for supply chain); led enterprise onboarding and optimized sales workflows for major expansion.
- Ongoing training on digital assets management and trading platforms for new customers in the Digital asset space. Blockchain training for Logistics, Pharma, Oil & Gas and Enterprise customers

**Sales Director – Blockchain Solutions Specialist | WaveDancer – Los Angeles, CA | 2021 – 2024**

- Led enterprise blockchain and **AI-powered automation sales**, delivering \$2M+ revenue and adoption in Pharma, Logistics, and Public Sector verticals.
- Closed first \$2M+ in enterprise SaaS sales with AI-driven blockchain automation; led onboarding and integration for clients in Oil & Gas, Pharma, and global logistics.
- Represented Wavedancer at major industry events; evangelized blockchain and AI adoption for practical business applications in supply chain and logistics.
- Transitioned to consulting role after WaveDancer was acquired by Gray Matters.

**Vice President—Web3 Sales | Crypto Asset Rating (CAR), Inc. – Los Angeles, CA | 2019 – 2021**

- Led GTM strategy and sales enablement for AI-powered tokenization and investment platform; built \$10M pipeline and trained clients on STO/ICO frameworks.
- Represented/ Presented Crypto Asset Rating at major industry events, evangelized Cryptocurrency.

**Sales Consultant | Behavior & Technology Consulting – Los Angeles, CA | 2016 – 2019**

- Advised clients, The Wonderful Company, Santa Barbara County on AI/ML Data Transformation
- Led enterprise-wide engagement survey of 9,000 employees to drive organizational effectiveness, operational efficiency, and AI readiness planning.
- Led AI readiness assessments and digital transformation roadmaps for enterprise clients including The Wonderful Company and Santa Barbara County.

**Strategic Account Director – Federal Civilian | SAP Americas – Washington, DC | 2007 – 2016**

- Hired, trained and directed a high-performing sales force, selling SAP software & services with a focus on SaaS, automation, and early-stage AI applications in federal environments.
- Earned Presidents Club twice achieving 2x quotas, closed \$80M in federal SaaS and consulting services.
- Delivered enterprise training programs, accelerated adoption of SaaS solutions across federal agencies.

**Enterprise Account Manager | Hewlett Packard Enterprise (LoudCloud) – Vienna, VA | 2003 – 2007**

- Achieved 200% quota, \$5M+ annual revenue; won President's Club in 2005 and 2007.
- Collaborated with SAP, NetApp, and Brocade to deploy Opsware automation solutions

**Director, Federal Sales | Overtone Software—Bethesda, MD | 1999—2003**

- Built and led a 24-person sales team; managed GTM across defense and civilian agencies
- Closed \$6M in new revenue and oversaw full sales lifecycle execution as player/ coach

**Early Career**

- **UUNET** – Enterprise Sales, Web Hosting, Security | **Bear Stearns** – Manager, two offices, stock securities

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## Education & Certifications

- Doctor of Psychology (PsyD), Organizational Management – Phillips University
- B.A., Economics & Finance—University of Maryland
- AI/ML & Blockchain Fundamentals - UC Berkeley certificate
- Certified Cryptocurrency Trader - Blockchain Council certificate

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## Board & Thought Leadership

- Board Member – College Advisory Board, Tarzana Treatment Center
- Speaker – Consensus CoinDesk, Blockchain Supply Chain Association, Oil & Gas Digital Transformation
- Contributor – Blockchain Supply Chain Association
- Trainer – Blockchain and Web3 adoption for logistics, pharma, Oil & Gas, federal clients
- Consulted leadership teams on AI/ML and blockchain go-to-market execution and integration strategy.