capture my successes

    a. Action: What have I done
    b. Value: Brought to GitLab
    c. Results: What has this actually achieved (examples from others where possible)
    d. Feedback: Direct Feedback from Team members

H2 FY'24 - in close logical order from latest to newest initiative

1. Supporting AEs wider than my team in complex deal cycles
   a. Action: I led the first three calls with this customer to move them from a CE account to an Ultimate subscription. This entailed full discovery, set up of a Live Assessment and even through to negotiation. Recordings & business documentation are available against the SFDC records.
   b. Value: [My support enabled the AE](#) to create a business plan, a TCO & ROI that was justified inside of GitLab and through the account up to CEO for approvals
   c. Results: the AE won this transaction on a 3 year contract
   d. Feedback:
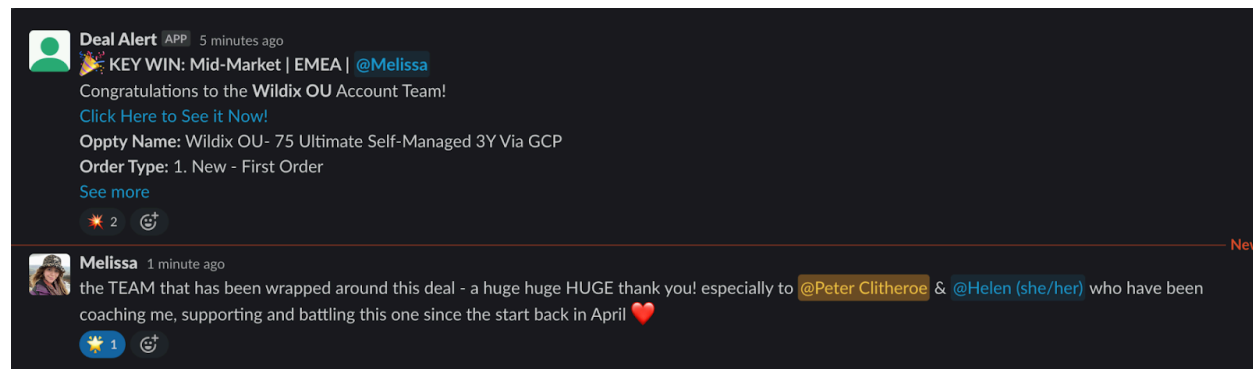
2. Engaged with the Customer Advocacy team
   a. Action: To promote their capability and gain more customer references for sellers to use in their own deals
   b. Value: Supported the development of the structure and engagement plan
   c. Results: Enabled 10 customers to be contacted about going into the plan from AEs
   d. Feedback: Winning an award for Customer Advocacy and the feedback given

e.

nicole 3 days ago
All Field | Marketing | Q2 Customer Advocacy Award Winners | 🎉 Celebrate

Each quarter we award members of our field team who have gone above and beyond to partner with the Customer Advocacy team to tell their customers' stories! Our winners receive an exclusive GitLab Yeti cooler gift kit, on top of the gratitude from everyone at GitLab who benefits from your customer's story. We 🧡 aiding you with customer evidence to help you sell, so cheers to the field for the continued collaboration!

Our Q2 winners are:

Enterprise:
- @mfischer and @Michael Bradley for their partnership on the Lockheed Martin case study — the gift that keeps on giving as we tell this story across our DevSecOps World Tour and beyond.

Commercial:
- @Peter Clitheroe for his willingness and excitement to identify and nominate advocate customer advocates. He has been a great partner to @Steve George, and an example of a collaborative teammate.

We were a bit delayed in announcing the award this quarter due to org changes, but you can except to hear all about our Q3 winners in the month of November! Congrats all! 🔥

*We are always looking for new stories and advocates! Find us in #customer-advocacy-and-references.*

🙌 16   🆕 4   🌀 2   🏆 1   🏆 2   🎊 2   💥 1   😊

Steve George 3 days ago
This was such an exemplary partnership with the account team. Many many more to come

Michael Preuss 🌴 3 days ago
@Peter Clitheroe, you're a great collaborator - not surprised at all to see your name here 🎉

+1 2   🙌 1   😊

Crystal Henkle 🧡 3 days ago
This is amazing and well deserved! Congrats all!!! Thank you for all you do! @Peter Clitheroe 🧡

🎉 1   😊

Steve George 3 days ago
@Peter Clitheroe is such an awesome partner in Sales and we'll continue to do magic together as we nurture amazing advocates in MM and SMB

🏆 1   😊

Steve Xu 3 days ago
Go @Peter Clitheroe!

📣 1   😊

Indre 3 days ago
well done @Peter Clitheroe, congrats!

🙌 1   😊

Constantin 2 days ago
A force to be reckoned with, @Peter Clitheroe

🤯 1   😊

Joshua Gupta 🌴 16 hours ago
f.   @Peter Clitheroe never in doubt Pete.
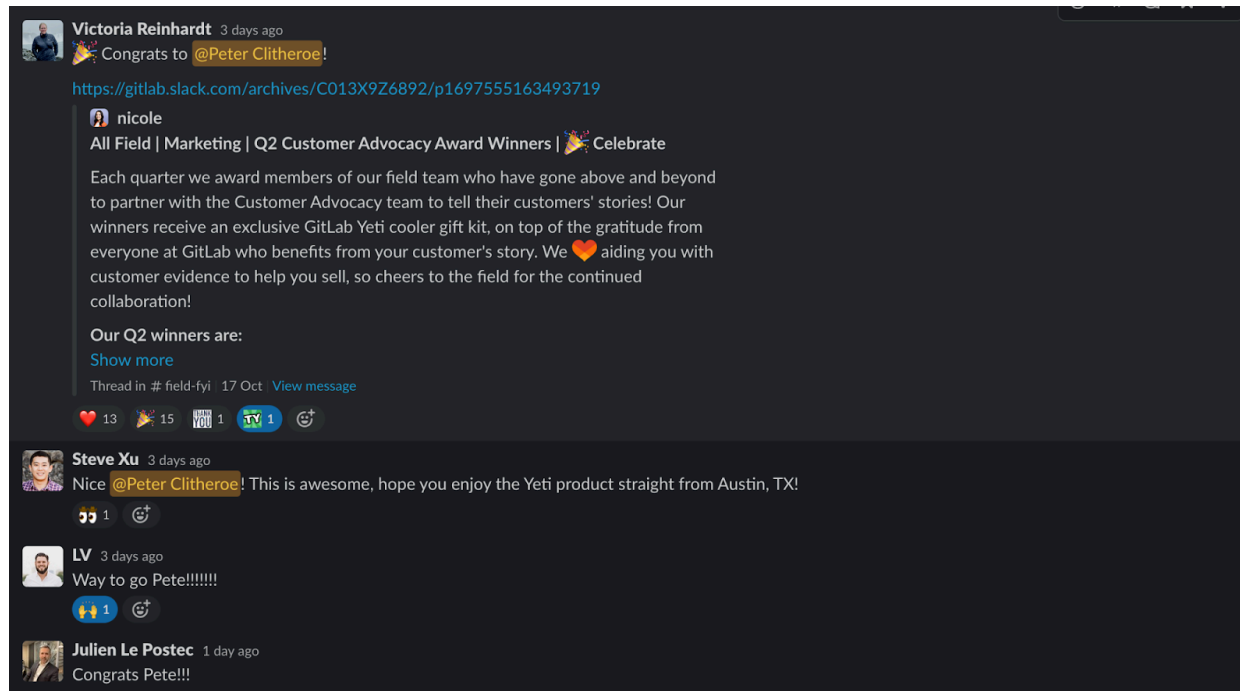
g.

3. Setup of a campaign with PWC to promote ISO
   a. Action: Actively sought out an industry professional who can engage with GitLab on the topic of ISO and promote our capability to an external audience
   b. Value: This engagement will transform into a joint webcast to generate new leads for GitLab globally
   c. Results: No results yet as the webcast has not happened
   d. Feedback:
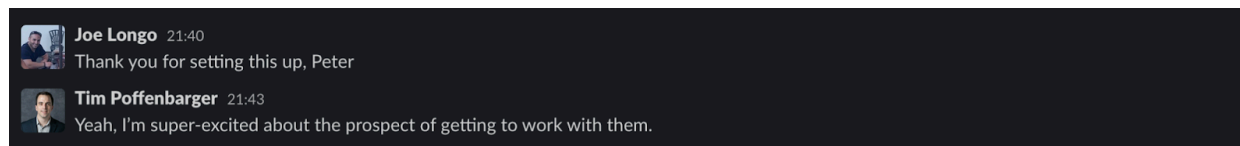
4. AE engagement in the Onboarding Cohorts
   a. Action: Led a communication strategy between AEs, CS and customers to get as close a feedback loop as possible on the successful implementation of a customers gitlab license
   b. Value: This will ensure we maximise the opportunity to deliver success of a customers adoption during onboarding
   c. Results: This is just being rolled out at the end of Q3 into Q4. Feedback from the CS Director Ally Frusciano to my manager on my contribution to the effort
   d. Feedback:
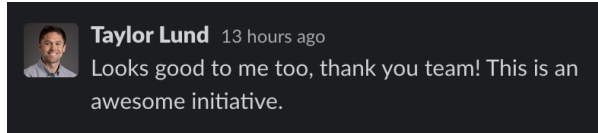
5. Setting up a Process of [Eficode delivering services](#) to newly onboarded GitLab customers
    a. Action: Spotted an adoption gap in our process - this will ensure we take those companies that have onboarded into GitLab and get intimate hand holding through the process of adopting the technology
    b. Value: Eficode will get greater access to customers & Customers will get intimate support in their immediate adoption journey with GitLab
    c. Results: None experienced yet
    d. Feedback: Positive from dan.plumbley@eficode.com   in terms of opportunity creation for Eficode

6. Begun the process of [creating a Channel Sales Person GitLab Academy](#)
    a. Action: Dissected the existing process of a sales person learning GitLab and gaining the certification while testing new and different in person ways to represent the learning material out to an audience
        i. [Initial presentation deck for CCS Media](#)
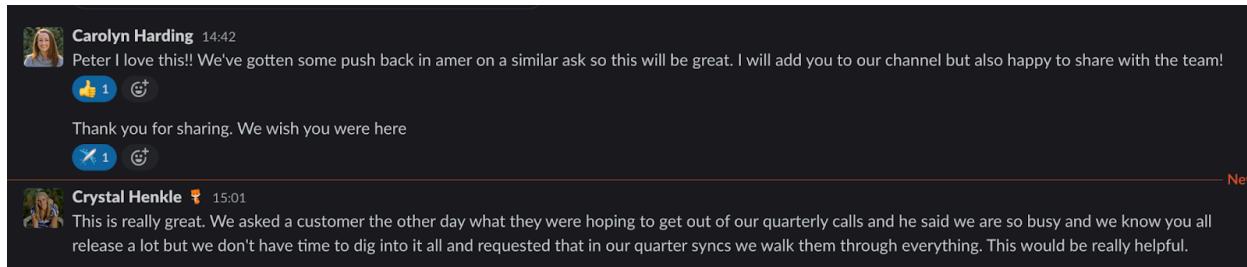   b. Value: Unmeasured today yet the expected value is that all channel sales people who take the course will have a multi phased learning journey on GitLab and therefore be able to self serve creating opportunities
    c. Results: 2 x Deal registrations from one partner
    d. Feedback: All participants in the partners that have been through all left the room knowing more about GitLab than before and created sales conversations with customers

7. [Engaged with AWS to bring the partnership together](#)
    a. Action: I took it upon myself to understand the management community within AWS and bring their partner team together with the EMEA management community
    b. Value: This will drive education for the entire commercial team on AWS Marketplace along with specific AWS certifications.
    c. Results: This will enable GitLab to connect with ISV sales managers in regions and also our sellers with AWS sellers
    d. Feedback: Verbal from managers that this will support and deliver success in widening our partnership with AWS and eventually greater customer stories

8. [Completed outbound calling](#) in order to understand the day in the life of an AE. I shared this out with all colleagues along with my learning
    a. Action: This has allowed our L&D team to understand the process an AE goes through along with other managers also who do not do this

b. Value: I have been able to book customer facing meeting and gain revenue for GitLab that was outstanding
c. Results: I have booked 7 customer meetings, gained clean data and around $15,000 in revenue
d. Feedback: Comment in line with me taking ownership of doing outbound selling from the R&D person

Cristian Enache 5 minutes ago
Always willing to go in an do the hard work @Peter Clitheroe!
Sorry to hear about Grant, though.
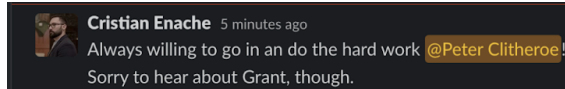
9. Monthly product release education : example
   a. Action: Linked the Solution Architects in with product to complete our monthly releases into bite sized work for AEs to consume. Shared with EMEA MM, SMB & AMER SMB
   b. Value: Enables AEs to learn the big points of our product quicker and be more impactful
   c. Results: Stopped AEs from saying they do not understand the detail and also ASAs from saying this have availability or interest to deliver
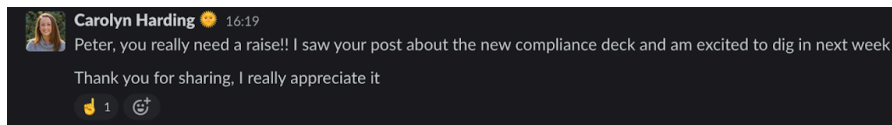   d. Feedback:

Carolyn Harding 14:42
Peter I love this!! We've gotten some push back in amer on a similar ask so this will be great. I will add you to our channel but also happy to share with the team!
👍 1

Thank you for sharing. We wish you were here
✈️ 1

Crystal Henkle 🏆 15:01
This is really great. We asked a customer the other day what they were hoping to get out of our quarterly calls and he said we are so busy and we know you all release a lot but we don't have time to dig into it all and requested that in our quarter syncs we walk them through everything. This would be really helpful.

10. Increasing knowledgebase on AEs in Commercial and Neurodiversity
    a. Action: Championed a training programme for AEs to self teach on the topic of Neurodiversity
    b. Value: Allowed those in the AE community (and ASMs before) to learn about the importance of learning about one another
    c. Results: 50% participation rate as seen in issue
    d. Feedback: Overwhelming thanks for raising awareness of this specific topic

11. Focussed activity about a sales deck for teams to use about Compliance
    a. Action: Provided a concise summary about the GitLab compliance journey for AEs to review and filter on the topics of interest to quickly hold a customer conversion
    b. Value: Enabled an AE to consume this complex topic in under 10 minutes and then go hold a valuable conversation with their customers
    c. Results: The success of this was not directly measured

d. Feedback:

Carolyn Harding 🟡 16:19
Peter, you really need a raise!! I saw your post about the new compliance deck and am excited to dig in next week
Thank you for sharing, I really appreciate it
👌 1 😀

12. Creation of the First order Sales Process for SMB EMEA
    a. Action: Documented the most effective way for an FO sales person to lead an engagement with a customer along with having Mocak calls recorded
    b. Value: Simplified and standardised the onboarding experience an AE delivered to the customer making our quality consistent
    c. Results: Exemplary customer meetings and Sim
    d. Feedback: verbally this has been confirmed as assisting the FO AEs in delivering successful customer engagements

13. Creation of the Customer Adoption Journey for SMB EMEA & adopted in AMER too
    a. Action: Created a process flow along with a meeting structure for how AEs should approach maximising the customers adoption of GitLab the platform
    b. Value: Has led to an increase in meeting quality along with an increase in customer adoption of the technology itself
    c. Results: Not all AEs adopted this approach yet there is a common understanding in driving all customers towards the milestone and live optimisation sessions
    d. Feedback: Those whom have adopted have commented on the benefit and simplicity of the customer journey

14. Creation of the First Commercial & Support joint committee
    a. Action: Set up a Committee of SMB AEs along with the EMEA Support manager Tine Sørensen
    b. Value: To interrogate the existing workflows, processes and standards for operating cross departments in order to improve the customer experience
    c. Results: Significant hurdles and challenges understood that were not before and a simplification of understanding documented
    d. Feedback: Tine Sørensen has led on this and been verbally complementary of the engagement with the SMB community

15. Documenting the Live Assessment Process
    a. Action: Produced a methodology to support a customer trial of GitLab
    b. Value: This approach allows a customer to engage in the most effective manner to support their testing of our technology
    c. Results: This has resulted in over 85% conversion rate when a customer flows through the complete process
    d. Feedback: Verbally confirmed by the SA manager Vladimir Dzalbo on a management call - this process is the process we are going to consider adoption

across the SA community in EMEA in order to provide a simplified approach to the customer engagement

16. Handbooking of the [Live Optimisation Process](#)
    a. Action: Looking at how a customer gets and sees active value from their first 3 months within GitLab
    b. Value: Customer adoption of their instance has significantly increased along with the Ultimate opportunities. In SMB North the highest Ultimate sales we do is in Expand - the role that facilitates these sessions the most often
    c. Results: An immeasurable amount of customer growth and retention across the SMB community globally
    d. Feedback: Verbally confirmed by the SA manager Vladimir Dzalbo on a management call - this process is the process we are going to consider adoption across the SA community in EMEA in order to provide a simplified approach to the customer engagement

17. General messages of complement

    a.
    Luis Calixto 🤝 17:40
    A huge shout out to @Peter Clitheroe has been due for some time. Ever since I became an AE eight months ago, he has been proactively coaching me with patience, setting the example leading calls, providing useful and practical feedback and co-selling like a legend.

    He is always documenting the new processes for everyone to adopt and iterate. Thanks, Peter for allowing me to be myself and tap into the aspects of my personality that can make me not only a better professional but a better human being.

    b.
    Xu, Steve 17:31
    In lieu of Chris Weber's post , I want to express my gratitude for you Pete. Thank you for supporting me through the ups and downs this year. It hasn't been the easiest year, but you've helped me so much if the chats we've had, and can't thank you enough. Look forward to closing Q4 strong, and into next year! Happy Thanksgiving (even though y'all don't celebrate in EMEA)!

    c.
    Cristian Enache 09:34
    For what is worth, I think that the way you are managing to push through this, while still projecting a positive attitude and continuing to coach, not just your AEs, but also the AEs in the other SMB teams, as I've seen you do during the last SMB team meeting, is admirable, and says a lot about your strength of character.

    d.
    Sarah Van Damme 13:47
    Wishing a very happy birthday to the person who always inspires us to be our best. Your dedication and leadership are an inspiration to us all. Wishing you all the best on your special day! 🥳

    Rumel 👋 13:46
    appreciate the shout out btw - you are the mikel arteta to this team and none of us could do what we do without you

    e.
    Sam Cusden 16:28
    What a fantastic response, thank you. I wouldn't expect anything different. I totally accept my position and I love the challenge of where I am now.

    You are a great leader and a good man!

    Appreciate you hugely Peter

    Thanks

    Joshua Gupta 19:56
    Pete your decks are exemplary
    🆃🆈 1 😀➕

Kyla 16:12
Wow, that's a lot on your plate

One day at a time!

Nobody better to do it

Peter Clitheroe 16:14
i do think one step at a time and the end will be where it is
thank you - and I will say this - making calls to customers is fun

the admin and quoting.... not so much

Kyla 16:14
You're great at customer calls, I need to take some pointers from you.

🤝 1 😊

Admin heavy work is never fun, + 1

f.

Lisa 🐿️ 12:57
lol

big props for you already creating that goverance ultimate deck months ago already 🙂

we've been doing that all year already I think in SMB (because of you)

g.

Lisa 🐿️ 16:35
Great Job 🙂 You have been doing some impressive things with the team.

the activity thing and pipegen focus - looks like you have a very good pipeline for Q4 isnt it?

h.

H1 FY'24

1. Project Eleanor : the single threaded customer journey
    a. Action: I gathered together a plethora of managers and assigned out different roles and responsibilities to look into how we approach our customer engagement model
    b. Value: This spun off a significant number of activities that dove into 5 different paths for customer success
    c. Results: We have impacted the way our digital team communicates with first order business, changed the way we approach online sales, standardised the customer adoption journey once inside gitlab and provided a route to uptiering from premium to ultimate

      d. Feedback: Has been far, wide and varied. You can see the first hand evidence within the issues. One immediate comment is

Sarah Van Damme 12:20
Hi Pete! I love that you are devoting your time to set up Project Eleanor! I had my first call with a CSE yesterday and we discovered an Ultimate opp so I can only encourage to continue this collaboration. Here are few things I noticed:
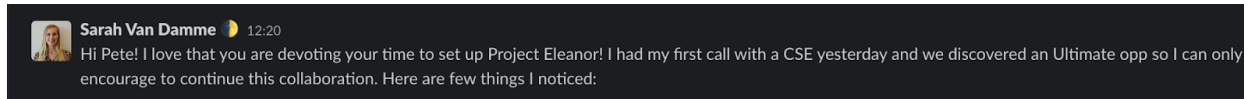
2. [Increasing DIB participation with EMEA based employees](#)
      a. Leading a project to understand what and how we can deliver relevant DIB content to EMEA based employees
      b. This will ensure we are connecting with our employees in a more thoughtful manner and ensuring visibility for all
      c. Feedback from a diverse AE below. Full value to be derived over time

Stefanie Inthachack 15:58
I wanted to compliment you on this Increasing DIB
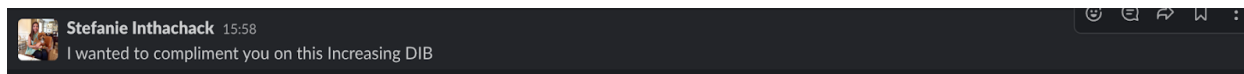
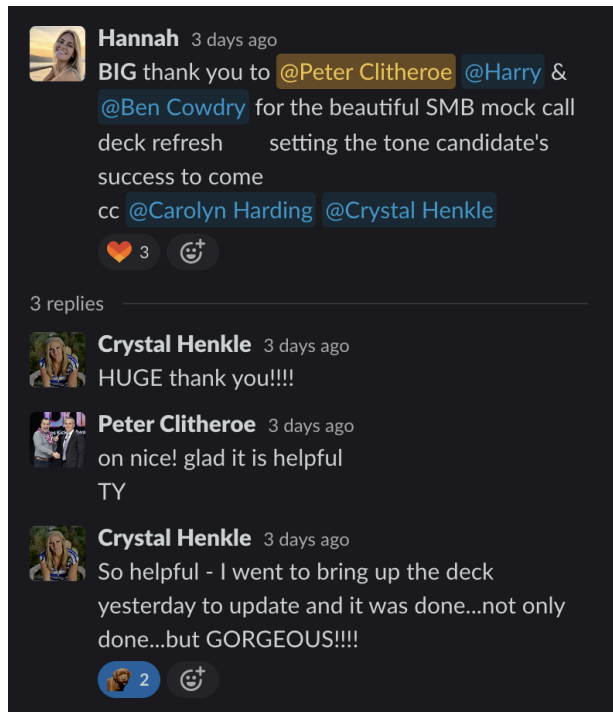3. Written GitLab Readme living the value of Transparency
      a. [Gitlab.com/Clitheroe](#)
      b. Provided insights for Team Members to review a managers perspective
      c. AE comments

4. [Active and working IGP](#)
      a. Created my working self development plan which is transparent for all to see
      b. Active exploration of self development in order to increase my quality in the role and quality of future delivery for GitLab
      c. Provided focus to myself and provided the outputs noted in the results section

5. Redrafted and published job description | Redrafted and published interview process | Redrafted and published Mock Call deck [all in this document](#)
      a. Modernised the quality of the candidate experience with GitLab and tightened the process for candidate screening
      b. Ensured that candidates are tested against modern standards and ASM time is maximised
      c. Shared globally this has raised the standards of recruiting for GitLab evidence:

Hannah 3 days ago
BIG thank you to @Peter Clitheroe @Harry &
@Ben Cowdry for the beautiful SMB mock call
deck refresh 👏 setting the tone candidate's
success to come
cc @Carolyn Harding @Crystal Henkle
❤️ 3

3 replies

Crystal Henkle 3 days ago
HUGE thank you!!!!

Peter Clitheroe 3 days ago
on nice! glad it is helpful
TY

Crystal Henkle 3 days ago
So helpful - I went to bring up the deck
yesterday to update and it was done...not only
done...but GORGEOUS!!!!
🐶 2

6. [Creation of the Ultimate sales play](#) for SMB EMEA
    a. Took the sales deck that was created for SKO and simplified down for the EMEA region while looking at turning it into a customer facing meeting content
    b. Ensured that every SMB team member learnt the content and delivered a mock presentation of the content for onward facing into customer meetings
    c. This allowed everyone to confidently lead customer meetings with customers. Results being a drastic increase in Ultimate focussed sessions
    d. None available

7. [Created an NMap](#) Survey for my team
    a. I worked with the People team to create a feedback survey for my team members to engage on - this provided a closed feedback loop for me to review and comment back on
    b. This allowed team members to give their direct feedback on me and also voice where I need to alter my approach to serve them
    c. This allowed team members to feel closely connected with me along with joining in to a cause greater than just themselves. As a result, team bonding increased and we became a closer group of individuals all supporting one another
    d. Information available within link above.