

Executive Leadership Overview



Areas of Expertise

- Team Leadership & Culture
- Revenue & Pipeline Generation
- Data Driven Planning/Decisions
- GTM Strategies & Sales Approach
- Comp Plans & Revenue Projections
- Relentless Pursuit of Success/Results

Leadership Scope

- Leadership of cross-functional, geographically distributed teams from 10 to 90+ total employees
- Assess, implement, manage comprehensive and collaborative Sales & Marketing activities
- Ground up development and/or transformation of teams and coordinated GTM strategies

Revenue-driven executive with 20 years experience scaling enterprise sales organizations, building GTM strategies & driving ARR/TCV growth through collaboration, communication & alignment across functional groups.

Proven ability to transform organizations into structured, pipeline growth and revenue generating engines with expertise in enterprise sales, partner/channel activities, marketing strategies, and executive deal leadership.

Partners closely with leadership and peer groups to focus on organizational expansion, operational transformation, and a winning culture for long-term performance.

Key Achievements

Expanding Revenue Through a Multi-Pronged, Collaborative Sales Approach

Successfully implemented and managed numerous, targeted GTM strategies that significantly improved organizational and client outcomes.

Expertise includes both Direct and Channel Sales as well as Marketing and BDR activities that drive pipeline development and maximize net-new revenue generation.

- Drove 200–300% pipeline growth within first 6–9 months by implementing a structured and focused, enterprise GTM strategy
- Built multi-channel revenue strategy (Direct, Channel, Marketing) expanding qualified leads, reducing CAC, and driving net new REV
- Increased average deal size by up to 10x by shifting organizations up-market and taking a more strategic, solutions selling approach focusing on outcomes and solving client problems
- Transformed multiple organizations to revenue-driven models, aligning Sales, Marketing, Finance & Product around RTW/ICP, with a strategic, up-market approach focused on revenue growth
- Built and scaled high-performance sales teams of AEs, BDRs, Channel Managers, and SEs ranging from 10 to 90 total employees, while improving ramp time, productivity, and quota attainment

Proven Expertise to Drive Organizational Success and Improved Outcomes



Career Success Overview

MODIUS	CRO/Head of Sales	2025-2026
Own and lead the full revenue engine, driving Enterprise GTM transformation and pipeline development focused on net new Revenue growth.	- Grew pipeline by over \$30M in new TCV within 6 months - Closed 2 new logo opportunities – 1st in 6 months, 2nd in 9 months - Built, from ground up, a new Direct, Channel, and BDR Team as well as SE support model with completely new GTM and Sales approach resulting in increased REV, pipe dev, and lead gen	
AWS CONSULTING	Fractional CRO/Head of Sales	2024 to Present
For over 2 years, Art has contracted with multiple firms in a Fractional CRO/Head of Sales on a full-time, part-time, and/or project basis. Companies include Sail Internet, TechMate, and others. Primary responsibilities: - Establishing GTM Strategy - Creating Sales Framework - Hiring/Leading Sales Team - Coaching and Development - Driving Pipeline Development - Tight Opportunity Management	- Architected and implemented a sales-first operating model, aligning sales, marketing, product, and finance around a unified revenue strategy focused on pipeline generation, conversion, and expansion - Built and scaled multi-channel GTM strategy (Direct/Indirect) expanding routes-to-revenue and increasing qualified pipeline through targeted prospecting as well as partner-led opportunities - Established a structured enterprise sales motion leveraging a more strategic, value-based selling approach with improved deal qualification, problem solving efforts, and client alignment - Developed and deployed repeatable pipeline generation engine across BDR outbound, account-based prospecting, marketing campaigns, and partner co-selling motions - Led organizational redesign of sales team, including hiring, coaching, and structuring AEs, BDRs, Channel Managers, and SEs to improve performance, accountability, and scalability - Introduced forecasting discipline and revenue analytics, improving pipeline visibility, deal inspection, and reporting accuracy - Directly engaged/supported high-value opportunities to accelerate deal cycles, maximize close ratios, and increase ACV.	
VMWARE	Strategic & Partner Sales Leadership	2023-2024
Revenue accountability with an emphasis on net new revenue by coordinating a Team of sales specialists, engineers, and inside sales reps.	- Exceeded initial revenue projections by 180% - Grew pipeline by over \$2M in new ARR within 90-days - Created new, and expanded existing, Partner relationships resulting in 5 net new Revenue opportunities and ongoing lead generation	

ENZU

Head of Global Sales & Marketing

2021-2023

Built and scaled a global sales organization and enterprise GTM strategy including direct, indirect, and marketing.

- 10x pipeline growth via new partner program
- Implemented structured Enterprise sales motion
- Improved deal size and pipeline quality within first 180 days

WINDSTREAM ENTERPRISE

GM/Vice President, Enterprise Sales

2018-2021

Led regional enterprise sales organization with full revenue accountability. Responsible for Direct, Indirect, and Sales Engineer Teams.

- 30% revenue growth in 6 months
- Spearheaded corporatewide Channel Integration strategy
- 5x increase in deal size resulting in \$10M additional TCV/year

ADDITIONAL EXPERIENCE

GM/Regional Vice President; Sr. Director; Regional Manager

Other relevant work experience with TPX Communications, Milestone Technologies, Integra, and Lumen leading Enterprise teams focused on outsourced IT and Managed Services solutions.

- Built first “SWAT” sales team focused on Managed Services
- 10x deal size increase & 60% pipeline growth in first 6-9 months
- Restructured Sales Org/Approach and hired new Enterprise Team
- Won two \$3M+ deals in first 6 months and added \$20M to funnel
- New Hardware Practice, \$10M in REV w/\$5M funnel pull-through

MILITARY SERVICE

CALIFORNIA STATE GUARD - Staff Sergeant (E6)/Non-Commissioned Officer

2011-Present

Role of First Sergeant

Security Forces Unit focused on security and incident support, on and off base, as well as assisting the National Guard with mission readiness and additional military activities throughout state, including natural disasters, homeland security and emergency response.

Senior NCO in charge of the Unit (NCOIC) with ultimate responsibility for the direction, training, mission readiness, military bearing, and professionalism of all SMs and NCO staff to achieve successful mission execution.

AFFILIATIONS

Clayton Business & Community Association (CBCA)

Oakhurst Country Club Ambassador Committee – Clayton, CA

Kings Valley Christian School (KVCS) - Clayton, CA – Volunteer, Fill-In Drummer, Donor

Clayton Valley Little League, Mount Diablo Soccer Association, Clayton Youth Football – Coach, Board Member, Donor

SKILLS OVERVIEW

Revenue Growth Strategy, Go-To-Market (GTM) Strategy, Chief Revenue Officer (CRO) Leadership, ARR / Recurring Revenue Growth, Forecasting & Pipeline Management, P&L Ownership, Enterprise Sales, Strategic Account Management, Complex Deal Negotiation, Value-Based Selling, MEDDPIC / MEDDIC, Sales Cycle Management, Pipeline Development, Account-Based Marketing (ABM), Outbound Sales Strategy, Lead Generation (MQL/SQL Optimization), Channel Sales Strategy, Partner Ecosystem Development, Alliances & Strategic Partnerships, Sales Operations (Sales Ops), Sales Enablement, CRM Management, Compensation Planning & Incentive Design, Sales Organization Design & Scaling