

Impact at a Glance.

Strategy → Execution → Performance

Commercial outcomes across pipeline creation, account penetration, ecosystem performance, recurring revenue, and enterprise GTM transformation.



\$300M+

Addressable opportunity activated

Across 400+ target accounts



60%

Partner-sourced pipeline contribution

Across all routes to market



\$17M

Recurring revenue added

Renewals, run-rate basis



3,500+

Field professionals reached

Across 17 redesigned role types



One partner ecosystem

GSIs, OEMs, alliances, and channel partners. The multiplier behind every number on this page.

Three impact stories What changed, what I did, and the commercial result.



Pipeline + Account Penetration

Constraint

No repeatable pipeline motion. Stale account plans and install-base opportunity sat outside the pipeline.

Intervention

Combined sales plays, account planning, prioritized whitespace, and funnel discipline.

~\$5M

near-term pipeline

40+

enterprise accounts

\$30M+

refresh opportunity



Ecosystem-Led Growth

Constraint

Broad partner footprint, inconsistent revenue, and capability mapped to products instead of buyer use cases.

Intervention

Rebuilt around buyer use cases, partner competency, and repeatable co-sell motions.

60%

partner-sourced pipeline

40%

faster migration adoption



Enterprise GTM Transformation

Constraint

A segment-led coverage redesign created 17 role types across 3,500+ field professionals.

Intervention

Built role-based readiness, persona journeys, adoption measurement, and executive governance.

3,500+

professionals

17

role types

5

persona tracks

Board

level governance

Impact is what happens after the strategy leaves the page.

The measure is whether the organization executes differently, and whether that difference shows up in pipeline, revenue, adoption, productivity, and growth.

Market → Pipeline → Conversion → Revenue → Capability

Partner ecosystem extends every stage