

Andrew W. Gates

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GTM Executive

Sales and revenue growth specialist with over 25 years of experience in the enterprise education technology market. Proven track record of delivering sales and revenue growth. Highly skilled in developing strategy and scalable/measurable GTM processes. Polished executive with deep enterprise consultative sales skills developed in highly complex decision environments. Data and innovation evangelist.

Professional Achievements

- Oversee revenue growth for \$150 million legal education portfolio while maintaining above-industry EBITDA. Private Equity owned.
- Repositioned and refocused GTM and sales team performance to deliver 10-point market share shift after 4 years of share decline
- Increased number of B2B SaaS institutional exclusive partnerships by 20% - 30 to 36 logos
- Redefined and executed outsourced (BPO) solution with compound ARR through complex institutional consultative selling.
- Opened greenfield Canadian market for BPO solutions that accelerate launch of online learning graduate programs.
- Defined and executed Institutional content as a service (CaaS) sales and business model that accelerated revenue growth through share monetization.
- Collaborated with innovative institutional clients to create new transactional and content delivery models that have become industry standards.
- Consistently created top performing sales organizations through servant leadership philosophy

Work Experience and Responsibilities:

Chief Revenue Officer at BARBRI Group (2019-2023): Responsible for sales integration and profitable portfolio revenue growth from 7 business units

Vice President, University Partnerships at Academic Partnerships - Higher Education Partners (2019): Successfully opened online program (BPO) market in Canada.

Vice President, Institutional Sales at Cengage (2016-2019): Led innovation that shifted market paradigm for selection, transaction, and delivery of learning content.

Vice President, B2B Sales at Pearson Higher Education (2009-2016): Pivoted GTM to focus on solving institutional access, affordability, achievement issues.

Vice President at Questia Media America, Inc. (2004-2009): First of kind online academic library for high school and university students – B2C

General Manager at Thomson Custom Publishing (Cengage) (2001-2004). Reorient all elements of failing business that had experienced strong sales growth but was underperforming on operating income.

Early career:

Advantage Learning Systems (Renaissance Learning) – Vice President Enterprise Sales

Pearson Education – Custom Publishing Editor

Kendall Hunt Publishing – Associate Editor

Education:

Higher National Diploma (BBA equivalent) in Business from Salisbury College, UK

Executive Continuing Education:

- LinkedIn Learning Generative AI for Business Leaders
- UC Berkeley Haas School of Executive Education, ExecOnline. Change Management
- CEB - Challenger Model and Challenger Customer.
- Thomson Leadership Executive Development Program.
- Miller/Heiman - New Strategic Selling.
- Rackham - SPIN Selling

Veteran (British): Honorable discharge, The King's Troop Royal Horse Artillery

Dual US/UK citizenship.