

PROFESSIONAL SUMMARY

Chief Revenue Officer (CRO) and revenue strategist with 16+ years of experience in scaling businesses, optimizing Revenue Operations (RevOps), and driving sustainable revenue acceleration. Expert in building and aligning RevOps frameworks across sales, marketing, customer success, and finance to drive predictable growth and operational efficiency. Skilled in Growth Acceleration Playbook (GAP) methodologies, M&A strategy, private equity, and high-impact sales execution. Proven success in fundraising (Series A & C), designing scalable GTM strategies, implementing data-driven revenue intelligence, and securing strategic partnerships that position businesses for high-value exits.

EMPLOYMENT HISTORY

JAN 2025 - PRESENT

Fractional Chief Revenue Officer, Catalyst Suite, Atlanta, GA

- Developed and implemented scalable revenue strategies, sales playbooks, and RevOps frameworks, positioning Catalyst Suite as a leader in revenue intelligence and growth consulting.
- Forged strategic partnerships with venture capital firms and investors, optimizing the revenue performance of portfolio companies through structured RevOps solutions, pipeline acceleration, and revenue intelligence methodologies.
- Pioneered the Ascend program, transforming how businesses and entrepreneurs scale through data-driven growth strategies and structured revenue acceleration playbooks.
- Designed and launched RevIQ, a sales intelligence and qualification framework that enhances sales team effectiveness, optimizes deal velocity, and improves pipeline quality through AI-powered insights.

APR 2022 - JAN 2025

Head of Partnerships, Goalsetter, Atlanta, Georgia, United States

- Secured a Series A extension in a challenging down market by driving revenue-focused strategic partnerships with banks and Fortune 1000 companies, reinforcing Goalsetter's financial resilience and market potential.
- Led development and execution of high-impact financial partnerships, expanding Goalsetter's enterprise footprint and increasing revenue opportunities despite economic headwinds.
- Developed and launched white-label financial wellness solutions for institutions, aligning product strategy with go-to-market execution and revenue intelligence insights to drive adoption.
- Drove Goalsetter's expansion into the employee benefits sector, securing pivotal corporate partnerships that increased enterprise adoption and positioned the company as a leader in financial wellness solutions.

DEC 2020 - PRESENT

Board of Directors, Equity Drive, Inc., Atlanta, Georgia, United States

- Spearheaded initiatives to empower minority entrepreneurs, driving economic growth and job creation in underserved communities
- Forged partnerships with diverse stakeholders to develop impactful mentorship programs, enhancing access to capital for underrepresented founders
- Conducted thorough evaluations of venture proposals, assessing community impact potential and sustainable growth prospects
- Pioneered strategies to bridge the funding gap for minority-owned businesses, fostering a more inclusive entrepreneurial ecosystem
- Implemented data-driven decision-making processes, optimizing resource allocation and maximizing positive outcomes for supported ventures

APR 2021 - APR 2022

Sales Director, Big Health, Atlanta, GA

- Played a key role in securing Big Health's Series C funding by driving strategic partnerships and revenue growth, which demonstrated the company's market viability to investors.
- Collaborated closely with the executive team to align sales strategy with fundraising goals, contributing to a compelling growth story that attracted significant investor interest.
- Led the expansion of the client base, securing major partnerships with multinational employers and health plans, directly contributing to the financial metrics that supported the successful Series C round.
- Drove digital therapeutics sales strategy, securing partnerships with major employers and health plans, resulting in substantial revenue growth.
- Spearheaded digital therapeutics sales strategy, driving substantial revenue growth and securing partnerships with major employers and health plans.
- Partnered with clinical experts to align sales efforts with evidence-based CBT solutions, enhancing product credibility and market appeal.
- Orchestrated cross-functional teams to optimize product positioning, leading to increased market penetration and brand recognition.
- Leveraged market insights to identify growth opportunities, resulting in expanded client base and strengthened industry partnerships.

AUG 2017 - JUN 2021

Director of Strategic Solutions, Advocate Capital, Inc., Nashville, TN

- Instrumental in Advocate Capital's acquisition by Pinnacle Financial Partners by leading a team that achieved a remarkable 1911% increase in sales, significantly boosting the company's valuation and market appeal.
- Developed and executed strategic sales initiatives that drove unprecedented revenue growth, positioning Advocate Capital as a leader in its industry and an attractive acquisition target.
- Collaborated with the executive team to optimize operations and product offerings, enhancing the company's financial performance and aligning it with Pinnacle's strategic goals.
- Provided critical insights during the due diligence process, ensuring that Advocate Capital's strengths and growth trajectory were effectively communicated, facilitating a smooth and successful acquisition.

JAN 2008 - AUG 2017

Vice President of Sales and Business Development, Leverage B2B Solutions, Atlanta, Georgia, United States

- Instrumental in Leverage B2B Solutions' highly profitable sale by driving strategic revenue growth and expanding the company's market presence across multiple industries.
- Led sales and business development teams to achieve consistent, double-digit revenue growth, significantly increasing the company's valuation and making it an attractive acquisition target.
- Developed and implemented customized sales strategies that maximized profitability, positioning Leverage B2B Solutions as a leader in the B2B space and appealing to potential buyers.
- Worked closely with the executive team to identify and capitalize on market opportunities, enhancing the company's competitive edge and financial performance leading up to the sale.
- Played a key role in the negotiation process, leveraging deep industry knowledge and sales success to ensure a favorable sale price and terms, resulting in a highly profitable exit for stakeholders.

EDUCATION

Marketing, Business Administration, Georgia State University

Certified Sales Professional, SMEI

Selling Skills and Sales/Marketing Operations

SKILLS

Private Equity

Revenue Optimization

Strategy

Sales Leadership

Sales Operations

Marketing Strategy

Mergers & Acquisitions (M&A)

Change Management

Financial Modeling

Client Relationship Management (CRM)

Digital Transformation

Negotiation

Leadership Development

Innovation Management

Risk Management

Consulting

Forecasting

Strategic Planning

Business-to-Business (B2B)