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| Nick Tabbal | njtabbal@gmail.com • (571) 215-4564[www.linkedin.com/in/ntabbal/](http://www.linkedin.com/in/ntabbal/) • Washington, DC Metro |

Executive leader who transforms AI and analytics into strategic competitive advantages, driving $300M+ in cumulative ARR across public companies and venture-backed startups. Proven ability to architect customer-centric AI solutions that accelerate growth, reduce churn by 8 points, increase NPS by 9 points, and deliver 300% pipeline expansion. Expertise lies in leveraging cutting-edge data analytics, AI, and technology to craft innovative, customer-focused products and strategies that accelerate market expansion. Four successful exits.

Core Competencies

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| **AI & Analytics Leadership** | **Revenue & Growth Excellence** | **Organizational Transformation** |
| * AI-Enabled Customer Success Architecture
 | * $220M P&L Management
 | * Global Team Leadership (100+ members)
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| * Predictive Analytics & ML Model Development
 | * Land-Expand-Renew Orchestration
 | * OKR Implementation & Operational Excellence
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| * Data Monetization & Insight Product Strategy
 | * Strategic Pricing & Packaging
 | * Board Reporting & Investor Relations
 |
| * Generative AI Implementation & Strategy
 | * M&A Integration & Exit Strategy
 | * International Market Expansion
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Career Experience

Agentic Consulting, Washington, DC May 2024 – Present

Co-Founder and Principal Consultant

Launched AI strategy consultancy serving high-growth mid-sized companies during GenAI adoption phase

* **Accelerated enterprise AI adoption** by 6+ months for clients through bespoke AI strategies
* **Architected AI-driven go-to-market strategies** for B2B SaaS companies, enabling 40% reduction in customer acquisition costs through predictive lead scoring and personalized outreach
* **Advised C-suite executives on navigating AI transformation**, focusing on autonomous, adaptive, and interactive AI systems for competitive advantage

Continuum Space Systems, Washington, DC Aug 2023 – Mar 2024

Chief Customer Officer (Seed stage company providing space mission and risk management solutions)

Joined to establish customer-centric foundation and accelerate market entry for innovative risk analysis platform.

* **Led VoC sessions for a generative‑AI** risk‑analysis platform enabling data-driven market expansion
* **Drove a 300% increase** in the qualified sales pipeline across key targets (NASA, USAF, USSF, commercial space) by aligning solutions with customer needs
* **Secured pivotal strategic partnerships with prime government contractors**, leading to significant contract wins within a major US Space Force program

BlackSky Technology, Herndon, VA (IPO via SPAC in 2021) Sep 2019 – Aug 2023

VP, Products and Services (Space-based satellite imaging and geospatial intelligence company)

Built and scaled account management and customer success organizations from inception through IPO, establishing company as trusted partner to global defense and intelligence agencies

* **Scaled from zero to $50 M ARR in 3½ years** by launching a consultative QBR program, usage telemetry, and cross‑sell playbooks that turned pilots into multi-year, 7-figure programs
* **Installed OKR**‑based operating cadence, data‑rich QBR toolkit
* Decreased month‑end close time by 50% and top‑tier internal‑audit scores achieved by automating revenue‑recognition workflows (BlackSky) in partnership with Finance & Engineering
* **Expanded globally** into Europe and Asia markets, securing multi-year contracts with foreign intelligence partners

Comscore, Reston, VA Jan 2015 – Mar 2019

SVP, Audience Products then SVP, Client Success (Provides audience insights across digital media and TV)

Unified fragmented customer organizations into cohesive global team during company transformation from growth to optimization phase

* **Managed $220M ARR portfolio** across 500+ enterprise accounts including major broadcasters, agencies, and digital platforms
* **Improved NPS by 9pp** and reduced churn by 8pp through improved customer feedback loops, customer health scoring and proactive intervention playbooks
* **Freed 15% team capacity** via service tier optimization and process improvements, redirecting resources to strategic account expansion
* **Managed complex enterprise customer relationships**, serving as the executive point of contact for escalations and ensuring consistent value delivery

Bulletin Intelligence, Reston, VA (Acquired by Cision) May 2012 – Jan 2015

VP, Data Science (Delivers daily curated and customized open-source intelligence briefings to executives)

Transformed traditional media monitoring company into ML-powered intelligence platform serving highest levels of government and industry

* **Pioneered ML-based analytics suite** generating 50% of company revenue within 18 months of launch
* Delivered daily quantitative media intelligence briefings to White House, Cabinet members, and Fortune 500 CEOs on reputational risk and geopolitical trends
* **Built predictive models** for narrative tracking and influence measurement, establishing the company as leader in computational journalism
* Contributed to successful exit to Cision through differentiated AI capabilities

Resonate, Reston, VA (Acquired by ZMC) Feb 2009 – May 2012

VP of Research, promoted to SVP of Research (Delivers audience data that improves marketing)

* Scaled psychographic segmentation platform from concept to $18M revenue, establishing new category in programmatic advertising
* **Secured partnerships with major DMPs and DSPs**, enabling real-time activation of proprietary audience segments

Early Career

* TARGUSinfo • Comscore (1999–2008) • Paragren • IRI
* Progressive leadership roles in analytics and client services

Thought Leadership

* NSF I‑Corps Industry Mentor: Coach deep‑tech startups on market fit (2024–Present)
* Patent: Ad Targeting #10,475,047 B2
* Industry Advisory: AI strategy advisor to 3 early-stage AI-powered B2B SaaS companies

Education

Bachelor of Engineering

Imperial College, University of London, United Kingdom

Additional Information

* **Languages:** English (fluent), French (advanced), Arabic (basic)
* **Technical Tools & Platforms:** LLMs, AI agents, Salesforce, Hubspot, Apollo, Zendesk, Jira, Confluence, Asana, Aha!, Tableau, Power BI, SAS, SQL
* **Speaker** at multiple industry conferences and events
* **Clearance:** Active Top Secret/SCI with CI Polygraph