

TODD YANCEY

Chief Revenue Officer | Go-To-Market Executive

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PROFESSIONAL SUMMARY

Chief Revenue Officer and enterprise GTM executive with 25 years building and scaling predictable revenue engines across B2B SaaS, AI, cloud infrastructure, cybersecurity, and FinTech. \$100M+ in personally closed enterprise software bookings; \$1B+ in revenue delivered by go-to-market teams built and led. Full revenue ownership across ARR strategy, pipeline architecture, sales forecasting, CAC optimization, NRR, pricing and packaging, and cross-functional GTM execution. Proven leader scaling startups from seed-stage through Series B and beyond, designing the operating models, hiring scorecards, MEDDIC/MEDDPICC discipline, and channel and hyperscaler marketplace motions that convert founder-led selling into a repeatable enterprise sales engine.

CORE COMPETENCIES

- Revenue Strategy & ARR Growth
- Enterprise SaaS Sales Leadership
- Go-To-Market (GTM) Strategy
- Sales Forecasting & Pipeline Management
- MEDDIC / MEDDPICC / Mutual Action Plans
- Product-Market Fit (PMF) & ICP
- Customer Discovery & Win/Loss Analysis
- Pricing, Packaging & Monetization
- Channel, Alliance & Partner Sales
- AI, Cloud Infrastructure, Cybersecurity
- Hyperscaler Marketplace GTM (AWS, Azure, GCP, OCI)
- Founder-Led to Repeatable Sales Motion
- Sales Team Building, Hiring & Coaching
- AE & CS Onboarding
- RevOps & CRM Workflows (Salesforce, HubSpot)
- Net Revenue Retention (NRR) & CAC Optimization
- Annual Contract Value (ACV) Expansion
- Complex Enterprise Negotiation & Procurement
- Board & Investor Reporting
- ISV & OEM Partnerships

CAREER HIGHLIGHTS

- \$100M+ in personally closed enterprise B2B SaaS bookings across AI, cloud infrastructure, cybersecurity, and FinTech.
- \$1B+ in revenue delivered by GTM teams built, hired, and led across direct, channel, and partner motions.
- Led the partnership that earned Microsoft Partner of the Year — Business Transformation while running global alliances and channel ecosystem at Aisera.
- Scaled FinTech / WealthTech platform from concept to 2M+ accounts and \$15B+ in assets under custody (Acorns, LendingClub, Wealthfront).
- Achieved #1 worldwide business unit ranking at IBM at 555% of plan, leading strategic ISV and OEM sales.
- Built and scaled enterprise sales organizations from first AE to 20+ quota-carrying reps, sales engineers, and consultants.
- Closed Fortune 1000 customers including Amazon, Microsoft, Bank of America, Wells Fargo, Cisco, Intel, Dell, Boeing, Disney, Walmart, Sony, HP, Lockheed Martin, Oracle, IBM, Verizon, Eli Lilly, Cigna, ADP, and McKesson.

PROFESSIONAL EXPERIENCE

Chief Revenue Officer & Chief of Staff | FluidCloud

2025 – Present

Enterprise SaaS platform delivering Infrastructure-as-Code (IaC) across AWS, Azure, GCP, OCI, VMware, and Nutanix for cloud deployment, migration, and infrastructure modernization.

- Own revenue and GTM execution across Sales, Marketing, Business Development, Finance, HR, and Legal; align pipeline strategy, ARR forecasting, and operating discipline to accelerate enterprise growth.
- Lead channel and hyperscaler marketplace GTM strategy across AWS, Azure, GCP, OCI, and Nutanix ecosystems to expand enterprise pipeline and partner-sourced revenue.
- Established KPI-driven revenue operating cadence to improve forecast accuracy, pipeline velocity, executive accountability, and cross-functional execution.
- Built the founding ICP, customer discovery framework, MEDDIC qualification discipline, and the first repeatable sales playbook the company will hire against.

Chief Revenue Officer | LocalPay

2024

Real-time Pay-by-Bank platform serving community and regional banks.

- Built strategic banking and payments partnerships with American Bankers Association (ABA), America's Credit Unions, FIS, Fiserv, Independent Community Bankers of America (ICBA), and Jack Henry to drive distribution into community and regional banks.
- Defined ICP, pricing, packaging, and partner-led GTM motion for a regulated FinTech payments platform.

Vice President, Global Alliances & Partners | Aisera

2022 – 2023

Agentic AI and generative AI service management platform delivering automation across IT, HR, and customer service.

- Led global alliances and partner GTM strategy; built and scaled the Alliances and Channel Ecosystem (ACE) program to drive partner-sourced pipeline and revenue across hyperscalers, GSIs, ISVs, MSPs, and strategic technology partners.
- Led the partnership that earned Microsoft Partner of the Year — Business Transformation for joint GTM execution.
- Built marketplace and reseller partnerships with Microsoft, Carahsoft, and Ingram Micro.
- Closed complex strategic enterprise agreements with Alcon, Arcfield, GDIT, Grant Thornton, Nokia, SAIC, and Unisys.

Founder & Chief Revenue Officer | Investor Services

2015 – 2021

Zero-trust FinTech and WealthTech SaaS platform delivering real-time financial workflows, compliance automation, and digital custody infrastructure for firms including Acorns, LendingClub, and Wealthfront.

- Scaled platform from concept to 2M+ accounts and \$15B+ in assets, driving customer acquisition and predictable ARR growth in a highly regulated financial services environment.
- Owned Sales, Marketing, Product, and Operations end-to-end; designed the commercial model, pricing, and enterprise contracting framework with Tier 1 FinTech customers.
- Built the executive operating cadence, board-ready revenue reporting, and forecasting discipline that supported institutional fundraising and customer expansion.

Vice President, Strategic Sales (ISVs & OEMs) | SAP

2013 – 2015

- Led global sales, marketing, and technology partnerships with HP, Oracle, and Trizetto to drive competitive differentiation and enterprise adoption.
- Owned ISV and OEM GTM motion across ERP, analytics, and platform technologies.

Strategic Sales (ISVs & OEMs) | IBM

2009 – 2013

- Directed joint sales, marketing, services, and technology partnerships for AI, analytics, data, and statistical platforms; drove enterprise revenue growth and global GTM execution.
- Achieved #1 business unit worldwide at 555% of plan.
- Closed complex strategic enterprise agreements with Oracle, HP, BMC, Concur, Epicor, Jack Henry, and Symantec.

Vice President, North America and APAC | Vovici (acquired by Verint)

2007 – 2008

SaaS customer engagement platform.

- Led regional sales and marketing teams for a SaaS customer engagement platform.
- Managed and scaled a team of 12 sales representatives and 4 sales engineers.
- Delivered 230%+ revenue growth through net-new enterprise sales.
- Closed enterprise agreements with Best Buy, Cisco, Dell, Disney, GM, Intel, Oracle, Sony, State Farm, and Walmart.

Senior Vice President, Worldwide Sales | Instantis (acquired by Oracle)

2002 – 2007

- Built and scaled a global enterprise sales organization of 12 sales reps, 8 sales engineers, and 6 consultants.
- Delivered 100+ net-new enterprise customers and \$42M+ in revenue.
- Led enterprise-wide deployments for Fortune and Global 2000 customers including Abbott, Anthem, Cigna, Credit Suisse, DuPont, Eli Lilly, Ingram Micro, Lockheed Martin, McKesson, Verizon, Wells Fargo, and Xerox.

Vice President, Sales | Versata

1999 – 2002

- Built regional and national sales execution across direct and partner channels.
- Recruited and led 20 sales reps, 12 sales engineers, and 35 consultants; established scalable sales and delivery capacity.
- Achieved top global revenue rankings (1999–2001); grew revenue from \$379K to \$20M+.
- Closed enterprise accounts including ADP, Allianz, Bank of America, Boeing, GE, Sears, United Defense, and Weyerhaeuser.

General Manager, Developer Tools | Fujitsu Software

1995 – 1998

- Led North America and Europe product, sales, marketing, support, and business development for enterprise developer tools across Microsoft, UNIX, and mainframe platforms.
- Established strategic partnerships and technology agreements with Microsoft, Intel, and Oracle; drove 300%+ year-over-year revenue growth.

Worldwide Global Alliances & Partners | Micro Focus, Inc.

1987 – 1995

- Led global sales and marketing across ISV, VAR, and GSI channels; drove revenue growth through partner-led GTM execution.
- Established strategic partnerships with American Software, Computer Associates (CA), D&B Software, Infor, Informix, Microsoft, Novell, Oracle, PeopleSoft, Sterling Software, and Sybase.
- Earned Circle of Excellence awards in 1991, 1993, and 1994 for exceptional revenue and profit performance.
- Redesigned UNIX pricing and licensing to a per-user model, delivering 650%+ revenue and profit growth.

E D U C A T I O N

Massachusetts Institute of Technology (MIT) — *Finance, Executive Program*

2016 – 2017

Stanford University — *Business, Executive Program*

2008 – 2009

Southern California College — *Bachelor of Science in Business and Communication***I N D U S T R Y E X P E R I E N C E**

Artificial Intelligence (AI) and Agentic AI • Cloud Infrastructure (AWS, Azure, GCP, OCI) • Cybersecurity • Financial Technology (FinTech) • Wealth Technology (WealthTech) • Banking and Payments • Enterprise Software-as-a-Service (SaaS) • Infrastructure-as-Code (IaC) • Developer Tools • IT Service Management (ITSM) • Government and Defense • Healthcare and Life Sciences • Manufacturing and Industrial • Retail and Consumer.