

Paul Falkenberg

CRO / VP SALES | ENTERPRISE SAAS & DATA MODERNIZATION | AI-POWERED GTM EXECUTION

Atlanta, GA 30082 | 404.372.2989 | pauldfalkenberg@gmail.com | linkedin.com/in/paulfalkenberg/

PROFESSIONAL SUMMARY

Growth-driven CRO and enterprise sales executive with 20+ years of experience scaling SaaS, data, and analytics organizations from startup through PE-backed exit. Architected GTM strategies that **scaled revenue from \$4M → \$18M (Nexus Cognitive)** and **\$50M → \$90M (Appriss)**, culminating in a **\$136M strategic acquisition** by LexisNexis. Blends strategic vision with hands-on sales leadership to transform underperforming teams into high-velocity revenue machines. Passionate about leveraging **AI tools** (ChatGPT, Gemini, NoteBookLM, Copy.ai) and **Challenger/MEDDIC** frameworks to optimize prospecting, engagement, and deal conversion across complex enterprise environments.

KEY ACHIEVEMENTS

- **Delivered Revenue Plans:** Achieved annual sales plans of over **\$90M ARR** by building and leading high-performance sales teams of **+30 individuals**.
- **Revenue Growth:** Built a sales engine and team that **grew ARR from \$50M to \$90M in less than 3 years**.
- **Private Equity Exit:** Drove a **successful GTM strategy** in a data business for automotive claims processing, resulting in the **strategic buyout/divestiture** of business **assets valued at \$136M by LexisNexis** from Appriss (Insight Partners).
- **Enterprise Deals:** In 2023, closed a **+\$20M engagement** with a premier Financial Services trade association representing **160 major financial institutions** involved in small business lending.
- **Startup Experience:** Extensive experience partnering with **private equity firms** and guiding **Series A/B/C companies** through eventual **exit** across a variety of business models.
- **Technical Knowledge:** Extensive knowledge of enterprise data/security (SOC2 | SIEM | IAM | XDR) environments, including open-source (Iceberg | Spark | Kubernetes), Data Bricks, Snowflake, systems integration (APIs | ETL | ELT | Trino), cloud, and BI/ML/LLM/Agentic AI. Process automation (RPA: Power Platform, Nintex)

EXPERIENCE

NEXUS COGNITIVE TECH (Startup) | Founding CRO / SVP

Oct 2021 to Sept 2025

- **Develop Strategic GTM for a Startup:** provide managed services for enterprise data, cloud operations, and outsourced cybersecurity SOC2/Type2 infrastructure.
- **Grew revenue from \$4M to \$18M from 2021 to 2024.**
- **Establish SalesOps:** developed contract environment (MSA/DPA/SLA/SOW), marketing ops, product collateral, and sales CRM KPIs in Hubspot.
- **Develop the partner ecosystem:** Cloud/AI infrastructure (AWS, Azure, GCP), Data Bricks, Snowflake, Cloudera, and secondary providers (Datadog, Palo Alto, Splunk).
- **ARR Conversion:** converted 87% of revenue to ARR from 35% by 2024, resulting in an A-Series private equity investment from Insight Partners in 2024.
- **Enterprise Data Experience:** composable, open-source stack with an emphasis on Apache Iceberg, Trino, Kubernetes, and Spark. (Integration: Nifi/Kafka/Flink) (Agentic AI: Autonomous/Orchestration/MAS)

PHOENIX INNOVATIONS LLC (Startup) | VP of Sales

2020 to 2021

- **Accelerated Startup GTM:** strategic sales program for a startup in the secondary smartphone industry for robotics/software/services focused on enterprise logistics data aggregation, supply chain management, analytics, offshore consulting, robotics, and reverse logistics optimization.
- **Architected Startup Marketing Strategy:** for ITAM (IT Asset Management), Industry Internet of Things (IIOT), and Mobile Phone Reverse Logistics, including value propositions, differentiators, sales playbooks, and marketing collateral.
- **Defined ICP and vertical segmentation** across enterprise logistics, mobile device recycling, and supply-chain analytics markets—establishing repeatable sales plays.

- **Built the sales and marketing foundation** from the ground up, including brand positioning, value propositions, collateral, and pricing models aligned with enterprise buying cycles.
- **Implemented scalable CRM and pipeline governance**, establishing KPIs, lead-scoring models, and deal review cadence to improve forecast accuracy and pipeline velocity.

SIERRA-CEDAR (GOLDEN GATE CAPITAL) | VP of Sales

2018 to 2019

- **Managed Reorganization and Divestiture:** Assets not related to the company's core ERP business.

APPRISS (INSIGHT PARTNERS) | SVP of Sales

2016 to 2017

- **Architected and executed a full GTM overhaul that scaled ARR from \$50M → \$90M** within three years, repositioning Appriss from a data vendor into a recurring-revenue insights platform serving major insurers and risk analytics clients.
- **Built and led a 30-person enterprise sales organization**—implemented Challenger and MEDDIC frameworks, introduced pipeline velocity metrics, and improved quota attainment by 35%.
- **Drove PE-backed growth and exit strategy**, collaborating with Insight Partners to develop value-creation plans that culminated in a \$136M strategic acquisition by LexisNexis.
- **Defined GTM segmentation and vertical strategy** across insurance, healthcare, and automotive claims data; established ICPs, pricing models, and coverage plans that greatly enhanced the revenue flywheel.
- **Operationalized GTM systems and analytics**, implementing Salesforce-based forecasting, territory models, and AI-driven pipeline scoring that increased forecast accuracy from 68% → 93%.
- **Institutionalized scalable sales governance**—playbooks, compensation design, enablement programs, and KPI dashboards.

SIERRA-CEDAR (GOLDEN GATE CAPITAL) | VP of Sales

2012 to 2015

- **Directed GTM and sales transformation** across the US and Canada for the Public Sector business unit, driving double-digit annual growth and achieving \$45M+ in revenue.
- **Partnered with marketing and delivery leadership** to implement industry vertical plays (education, state & local gov't, healthcare), resulting in 40% higher qualified pipeline.
- **Established scalable sales enablement programs**—onboarding, playbooks, incentive plans, and competitive frameworks—that accelerated ramp time for new AEs by 50%.
- **Instituted data-driven account segmentation** and cross-sell frameworks, leveraging Salesforce analytics to uncover new opportunities.

ADDITIONAL EXPERIENCE: Unisys | KPMG | Computer Science Corporation (CSC)

TECH & METHODOLOGIES

- AI-Driven GTM Architecture | Enterprise SaaS & Managed Services
- ARR Acceleration | Private Equity Growth Strategy | Exit Preparation
- Challenger | MEDDIC | Strategic Enterprise Sales
- Cloud & Data Ecosystem (AWS, Azure, GCP, Snowflake, Databricks, Iceberg, Trino, Spark, Kubernetes)
- AI-Powered GTM Architecture: Orchestrated full-funnel revenue systems leveraging ChatGPT, Gemini, NotebookLM, and copy.ai to drive personalization at scale, predictive forecasting, and automated pipeline governance. (Agentic AI workflows and Orchestration)

EDUCATION

- Master of Business Administration (MBA) | Ohio University, Athens, Ohio
- Bachelor of Science Electrical Engineering (BSEE) | Ohio University, Athens, Ohio

ACTIVITIES AND INTERESTS

- Family, Live Music, Ohio State Football, Fitness, Lake Life, Hiking, Skiing, Travel