



Shar Babaie

Enablement-driven Revenue Leader | 18 years in Sales/ 14 in Leadership | SaaS, HR Tech & FinTech

I build systems that last, train teams to grow, and bring structure and calm to chaos to create predictable revenue. From LMS platforms and sales tools to AI-powered coaching and content workflows, I turn strategy into repeatable performance. Teams hit their goals with clarity, confidence, and less burnout.

Contact

Phone 858-231-4914

Email Sharbabaie@gmail.com

Locations Austin, TX, Remote USA

Education

2010

BA, Political Science

University of CA, San Diego

Software Expertise

Salesforce, Zoho, HubSpot, Vitals, Intercom

Highspot, Seismic, Lessonly, WorkRamp

Pardot, SalesLoft, Outreach, Gong

Apollo, ZoomInfo, SkyLead, LinkedIn Nav.

Netsuite, Confluence, Pendo, Tableau, Notion

AI/LLM's: ChatGPT, CustomGPT's, Regie.ai,

Glean, Grain, Lavender, Gong Engage

CaptivateIQ, Spiff, QuotaPath

Read.ai, Fireflies.ai, Yoodli.ai, Mindtickler

Loom, Asana, Trello, ClickUp, Monday

Pitch, Beautiful.ai, Demostack, Canva

Skills

- Closer, team builder, culture driver, problem solver, and enablement-focused trainer
- GTM execution, sales enablement, acquisition sales, installed base sales, customer success, and renewal negotiations
- Experience in SMB (\$50+ MRR), MM (\$100k+ ARR) and ENT (\$2M ARR), B2C and B2B
- Turning around underperforming teams or building from scratch
- Entrepreneurial, scrappy and resourceful with a bias for scalable systems
- Deep understanding of behavioral psychology and neuroscience for sales performance
- Turn complex data into clear, actionable strategies that drive revenue growth
- Mental health advocate

Strengths & Style

Human Optimization & Neuropsychology

Leading with compassion, accountability & humor

Quick to seek, absorb & act on new information

Relevant Experience

Limitless Consulting (GTM and Success Consulting) - (Remote)

2021- Present

Fractional Head of GTM Enablement, Sales & Success

Nudge Money (FinTech, Seed Stage), reported to CEO

- ICP: Credit unions, \$100M-\$1B, targeting Marketing and Data teams
- Designed & executed GTM strategy: ICP definition, outbound messaging, discovery and demo structure
- Defined lead and deal stages to support Apollo to HubSpot migration, increasing CRM forecast accuracy
- Created persona-based sales decks, talk tracks, and objection-handling workflows to streamline sales conversations and reduce friction
- Built scoping and qualification process with a standardized statement of work framework
- Developed reference management and security due diligence systems to enable smoother late-stage procurement and legal review
- **Impact:** Secured first three logos (ACV: \$28K ARR), directly enabling seed raise; laid foundation for scalable AE onboarding and early rep success

Nursebuddy (HealthTech, 50 employees), reported to CEO

- ICP: Home-care agencies across Europe, targeting Care Managers and Agency Owners
- Built and launched a Customer Success onboarding & on-going training program and playbook
- Built enablement infrastructure including lifecycle playbooks, health scores, and risk signals to guide CSM execution across onboarding, adoption, and renewal
- Launched Growth Academy, a company-wide communication enablement program focused on clarity, confidence, and cross-functional execution
- **Impact:** Enabled 32% of customers to shift from monthly to annual contracts within nine months, fully ramped new CSMs within 90 days to assume full book of business, achieved full CSM adoption of lifecycle playbooks within 60 days

Pequity (HR Tech SaaS - Series A- VC Backed, 50 employees) - (Remote)

2022-2023

Director of Sales & Partnerships

- ICP: Companies with 250-5000 employees, targeting Total Rewards and HR leaders
- Reported to the Head of Sales, led Acquisition and Install Base Sales along with Sales Engineering, supporting both net-new growth and retention-focused expansion
- Created AE onboarding, demo certification programs, and SKU-level training program to improve rep fluency reducing ramp time by five weeks and achieving full quota readiness in 90 days
- Developed sales playbooks, battle cards, scoping frameworks, and proposal tools to standardize deal execution and accelerate late-stage velocity
- Built and facilitated SKO to reinforce GTM strategy, improve cross-functional alignment, and create enthusiasm across the sales team
- Enabled Sales Engineering team with structured technical discovery flows and objection-handling strategies to reduce handoff friction
- Owned and activated channel and VC partnerships, including co-selling and integration enablement with Paylocity and BlueMarble
- **Impact:** Scaled average ACV from \$7K to \$51K, supported closure of strategic logos including Walmart (\$250K TCV), reduced average sales cycle from 7 months to 5.5 months

Abrigo, (FinTech SaaS, PE-Backed, 500 employees) - (Austin TX On-site)

2019 - 2021

Director of Sales, Install Base

- ICP: Regulated financial institutions (banks and credit unions), \$100m-\$5B, Install Base accounts across SMB, MM, and ENT, targeting BSA/AML, Risk and Fraud teams
- Reported to the VP of Sales, led Install Base Sales team managing \$28M in recurring revenue and generating \$10M in new ARR through cross-sell and expansion of cloud, on-prem, and SaaS solutions
- Rebuilt renewal and expansion motion by shifting ownership from CS to Sales; launched enablement for account reviews, objection handling, and multi-threaded expansion strategy
- Built channel enablement strategy to activate referral partners including FIS (core banking) and Q6 (cybersecurity)
- Built an onboarding program that reduced AE ramp time from 6 months to 90 days, supported by sales stage definitions, activity cadences, demo-certifications, and pipeline hygiene training
- Partnered with Product, Implementation, and Marketing to align solution messaging and onboarding with upgrade paths and revenue goals
- Designed and launched enablement for on-prem to cloud migration, supporting customer conversion and value delivery via the launch of the Assurance Plan
- **Impact:** Achieved 124% NRR on renewals & increased renewal rates by 26%, grew product add-ons by 49%, contributed to 56% cloud migration adoption and increased ACV through migration efforts by \$5K (SMB), \$15K (MM), and \$25K (ENT) annually-resulting in average contract value gains of \$15K-\$75K over 3-year terms, improved forecast accuracy to be within 10% of committed numbers, and exceeded quota attainment with 112% in 2020 and 152% by Q3 2021



Brooke Hamrick

Revenue Growth Leader | GTM Architect | Strategic Partnership Champion
Experience leading from IC to 2nd Level Leaders with teams of 8 - 50+

Located in Austin, Texas

call/text: [412-616-8477](tel:412-616-8477)

email: brookehamrick@gmail.com

linkedin: [linkedin.com/in/brookehamrick](https://www.linkedin.com/in/brookehamrick)

Experience

Vice President, Sales & Partnerships

Eterneva | Deathcare Innovation | Austin, TX | 8/2023 - 5/2025

- Led both B2C & B2B revenue growth across direct sales & strategic partnerships resulting in QoQ growth nearly every quarter during my tenure
- Rebuilt end-to-end sales motion incorporating AI automation and personalization - leading to increased AOV and higher conversion rates to unlock a scalable path to profitability
- Built and enabled high-performing direct sales team while expanding into new revenue channels via enterprise partnerships and channels
- Developed partner playbooks and onboarding strategy to increase activation speed and account expansion
- Reported directly to CEO; contributed to board-level discussions and investor prep with revamped revenue forecasting models

Head of Growth

Pequity | HR Tech SaaS | Austin, TX | 9/2021 - 3/2023

- First revenue executive hire; built and led all GTM and customer-facing functions from scratch (Sales, Strategic Partnerships, Marketing, Client Success, Client Support)
- Transitioned from founder-led sales to scalable, repeatable motion across Mid-Market and Enterprise
- Scaled company from \$0 to \$3.5M+ ARR by formalizing sales process, refining pitch & value prop, defining ICPs, and launching demand gen & awareness programs
- Built and operationalized the full RevOps function: pipeline hygiene, forecasting, CRM optimization, automation and enablement
- Partnered with CEO and CPO to align roadmap with prospect and customer feedback and unlock enterprise and land-and-expand opportunities

VP of Sales & Success

Abriqo | FinTech/RegTech SaaS & Services | Austin, TX | 6/2018 - 9/2021

- Led full commercial transformation of a legacy on-prem risk management solution into an AI-powered SaaS fraud detection and analytics platform, delivering modern value to banks and credit unions
- Redesigned and scaled GTM strategy across SMB, Mid-Market, and Enterprise - aligning Sales, Sales Engineering, and Success teams to support full-funnel lifecycle growth including high ticket services
- Built and enabled high-performing SDR, AE, SE, and CSM teams across business lines; increased overall quota attainment by 40% in Year 1
- Revived and expanded strategic partner program; negotiated new agreements that expanded and unlocked net-new revenue channels that drove meaningful growth
- Reported to President (now CEO); helped shape multi-year growth strategy for exit readiness

Owner & Operator

Self-Employed | Online Apparel Boutique | Austin, TX | 5/2014 - 6/2018

- Launched and scaled a profitable direct-to-consumer apparel brand, reaching \$1M in annual revenue with 50% margins at peak performance
- Owned full lifecycle: marketing, merchandising, inventory, customer experience, and omnichannel growth strategy
- Developed a loyal customer base through storytelling, community building, and conversion-optimized campaigns across social and digital

Director of Sales

Bigcommerce | eCommerce SaaS | Austin, TX | 6/2014 - 1/2016

- Recruited and relocated to lead SMB sales teams during a period of rapid scale and growth
- Built and enabled first SDR/MDR teams, creating demand for newly formed MM and ENT sales teams
- Created operational efficiency & consistency to enable reduction of CAC & higher conversion rates
- Partnered cross-functionally with Marketing, Product, and Success to align GTM efforts and expand LTV/ Wallet Share in key accounts
- Played a key role in evolving sales process and forecasting discipline to support institutional readiness for public offering in later stages

Sales Manager

ADP | HR Tech/ Healthcare | Pittsburgh, PA | 5/2011 - 5/2014

- Built and led a new division focused on expanding ADP's offering into health and benefits products & services for existing and net-new clients
- Scaled new division to over \$10M in annual new bookings; designed and launched GTM strategy during national healthcare reform to capture employer demand for integrated payroll and benefits solutions
- Recruited, trained, and led a high-performing team through rapid change, achieving aggressive growth targets in a newly created business line. Achieved President's Club multiple times
- Partnered with compliance, marketing, and product to educate the market and navigate shifting regulatory dynamics

Sales Manager

Verizon | Telecom & Consumer Tech | Pittsburgh, PA | 5/2006 - 5/2011

- Promoted from top-performing individual contributor to sales leader in 2 years. Consistently ranked in top 5% of national leadership; earned President's Club multiple times
- Led high-volume inside sales team focused on launching and scaling Verizon's new Fios internet, TV, and phone services across America
- Exceeded revenue targets consistently while managing performance, training, and retention across a fast-paced B2C environment
- Known for fostering a competitive, high-energy culture that drove continuous improvement and quota attainment

Education

St. Louis University • St. Louis, MO • 5/2012 - 5/2014

B.A. Organizational Studies major, Sales Leadership focus

Accelerated program via School of Professional Studies while working full-time. Graduated Magna Cum Laude w/ 3.9 GPA

Projects & Advisory

Strategic Advisor – Growth & GTM

Limitless Consulting (2021–Present)

Launched Limitless as a selective consulting venture to explore emerging industries, sharpen GTM instincts, and support early-stage startups with sales, marketing, and revenue strategy. Focus areas include building GTM motion, demand gen, RevOps infrastructure, partner enablement, and founder coaching across SaaS, ecommerce, and services.

Core Competencies

Systems with Admin Level Expertise: Salesforce, Hubspot, Apollo, Notion, Slack, Gong, Outreach, Dialpad, ChatGPT

Sales Frameworks: MEDDPIC, Challenger, Sandler, IMPACT

Strategic Experience: Logo Acquisition, Strategic Partnerships, Forecasting, RevOps, Hiring & Onboarding, Sales Enablement, Sales Growth Strategy, GTM Strategy, Leadership Development, Data & Analytics, Coaching & Performance Management, Sales Compensation Design, Negotiation, Board Level Reporting, AI Tools & Automation, ICP Tailored Communications, Revenue Retention, M&A Strategy & Cross-sell/ Upsell, Emerging Technology Adoption