**Brent McNamara**

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**EXECUTIVE SUMMARY**

Dynamic Revenue Enablement Leader with an extensive background fostering sales excellence and driving sustainable revenue growth in competitive markets with a proven track record of designing and implementing innovative enablement strategies that enhance sales productivity, improve customer engagement, and increase market share.

**CORE COMPETENCIES**

* **Strategic Revenue Growth Planning:** Specialized in driving revenue growth through strategic initiatives, aligning with company goals and leveraging data to identify trends, forecast opportunities, and optimize sales across channels, consistently meeting or exceeding targets.
* **Revenue Enablement Leadership:** Skilled leader, enhancing team productivity and revenue through comprehensive Enablement programs, uniting marketing, development, and customer success to boost GTM effectiveness and customer experience.
* **Innovative Technology Integration:** Expertise in leading sales digital transformation by implementing automation tools, enablement platforms, and conversational intelligence solutions, enhancing productivity and personalized engagement with data-driven strategies to maintain industry standards.
* **Revenue Performance Metrics and Analysis:** Proficient in analyzing key performance indicators to develop dynamic Revenue Enablement strategies, fostering a culture of accountability with defined success metrics and through team performance evaluations to boost revenue growth and strategic improvement.

**EXPERIENCE**

**Performio | Remote, Irvine, California**

Director, Head of Revenue Enablement (October 2022 - November 2023)

* Designed and optimized training programs, collaborating cross-functionally with Sales, Product Marketing, and Customer Success teams to identify training gaps to enhance the capabilities of the go-to-market (GTM) organization and consistently capture feedback from key stakeholders.
* Pioneered and designed an effective onboarding bootcamp to reduce time to full productivity, consistently ensuring effective team performance, engagement, and rapid acclimation to the company processes and values.
* Supported GTM as incentive compensation subject matter expert, providing resources and tools to teams, while streamlining and scaling enablement programs to enhance the efficiency and reach of monthly and quarterly training sessions.
* Identified and tracked key performance indicators (KPI), reporting, and strategic communication of the tangible business impacts of the Enablement program to regularly fine-tune support initiatives, ensuring alignment with overarching company goals and maximizing the efficacy of the strategies.

**Clari | Remote, Sunnyvale, California**

Director, Revenue Enablement (January 2020 - September 2022)

* Partnered and collaborated with global stakeholders in North America, EMEA, and APAC to align enablement strategies with critical business initiatives leveraging data-driven insights to scale processes, and KPIs to ensure program and individual performance.
* Developed critical Enablement programs and initiatives such as Clari Revenue Academy which served as the new hire onboarding academy and the Revenue Mindshare, serving as ongoing quarterly product Enablement and certification courses.
* Designed and delivered Sales, Product, and technical training programs and initiatives, ensuring consistent messaging and alignment with GTM teams, providing reporting to facilitate critical decision-making.
* Supported teams on revenue tech stack, including Clari, Highspot, Saleshood, Gong, Chorus, and Wingman.

**SignalWire | Remote, Palo Alto, California**

Director, Global Sales and Enablement (December 2017 - November 2019)

* Pioneered the company’s sales initiatives by establishing initial sales processes, KPIs and reporting, setting the foundation for scalable revenue generation and contributing to early market traction.
* Identified target customer segments, crafting compelling sales pitches, enabled the revenue teams, and cultivated relationships with key stakeholders, driving initial customer acquisitions and expanding the market presence.
* Worked closely with the product and engineering teams to develop training programs for revenue teams, while relaying customer feedback, ensured product-market fit and fostered improvements based on real-world user needs and preferences.
* Trained and mentored all sales personnel which laid the groundwork for the company’s expanding sales department, developed training materials, onboarding processes, and mentored subsequent hires to ensure consistent and effective sales practices.

**Radware | Sunnyvale, California**

Director, North America Sales and Enablement (July 2015 – July 2017)

* Appointed to develop and oversee new commercial business segments, leading a team of BDRs, AEs, and Channel Managers to scale the organization rapidly to meet aggressive targets.
* Spearheaded new GTM strategies with executive and revenue leadership, sales ops, product and marketing to ensure market and product alignment.
* Contributed additional $2M net new ARR within two years through direct and channel sales, significantly adding to the company's revenue targets.

**Barracuda Networks | Campbell, California**

Various Roles including GM and Manager, Sales Programs and Enablement (July 2011 – July 2015)

* Served in a strategic role in the Emerging Products division with a primary focus on the Barracuda Phone System, designing the sales strategy, processes, and partner program.
* Responsible for hiring, onboarding and training a team of quota-carrying sales reps, and developed a focused partner channel reselling the Barracuda Phone System.
* Pioneered the development of enablement program, working with cross-functional partners to identify gaps and build resources including training curriculum and content, sales tools, and developed processes for GTM team enablement.

**SKILLS AND CERTIFICATIONS**

HubSpot Academy: [Sales Enablement Certification](https://app.hubspot.com/academy/achievements/shhmw9x6/en/1/brent-mcnamara/sales-enablement), 2022

SalesHood Enablement Mastery Certification, 2020

SE Pro: Sales Enablement Certification, 2019

Sales Technology: SalesHood, Seismic, Clari, CoPilot, Workramp, Highspot, Lessonly, Gong, Chorus

Sales Methodologies: Challenger Sale, MEDDPICC, Value Selling, Solution Selling, SPIN Selling, Sandler Selling System

**EDUCATION**

Bachelor of Science in Business Administration

California State University - East Bay