Miriam H. Shahidi

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SUMMARY

Dynamic, seasoned tech sales professional with extensive cross-functional experience driving Go-To Market and Sales Operations initiatives in pre-sales and post- sales environments working with Commercial, Federal Civilian and Public Sector customers. Extremely passionate about managing strategic go-to-market projects and sales operations initiatives for diverse cutting-edge technical solutions in the enterprise cloud infrastructure and SaaS software space. ***Actively looking to leverage past go-to-market and sales operations experience and project management acumen in a full-time Go to Market Operations role.***

Strong track record in systematically planning high-value and high complexity GTM projects for sales organizations while boosting cross- functional collaboration and productivity to drive customer engagement while enabling sales teams to hit quota. I love managing ambiguity, driving higher engagement and productivity, and developing best practices within teams.

*Core skillset:* Strategic planning, customer/market research, team facilitation, peak productivity mentorship, customer advocacy, strategic process development and optimization, data reporting and content development. Analytical, creative, and self- driven with excellent organizational, critical thinking, communication, emotional intelligence, negotiation, leadership and problem- solving skills.

*Primary technical background:* Enterprise infrastructure transformation (datacenter and cloud migration and modernization, Storage and Backup/ DR, Terraform & IaC, HPC and accelerated computing, DevOps, MLOps, CRM and Project Management platforms.)

Languages: English (native), Italian (proficient), French (proficient)

CERTIFICATIONS

Certified Scrum Master (CSM)- Scrum Alliance (2015) Google Cloud Certified Digital Leader- Google (2023)

Google Project Management Professional Certificate- Google (2023) ITIL v3 Foundation Certification- Axelos (2017)

Certified Customer Success Professional (CCSMP)- Practical CSM (2021) Introduction to AI in the Datacenter- NVIDIA (2024)

Certified High Flow Coach- Flow Research Collective (2024) Lean In Circle Facilitator- Lean In (2024)

PROFESSIONAL EXPERIENCE

**Go-To Market and Product Lead, WorkerBee Consulting LLC, Mountain View, CA December 2023- Present**

* Partnered with startup to lead product plan, product development scrums and strategic business development plan for AI solution development. Conducted competitive market and industry research and analysis to optimize core user stories, integrate top functional gaps into platform, product and backend development plan.
* Led user story sessions and standups for development sprints to baseline and refine technical and non-technical multi-category requirements in Github. Managing ongoing alignment of top priority market needs to the product backlog.

**Presales Customer Engineer, Infrastructure Modernization, Google Cloud, Sunnyvale, CA May 2022- July 2023**

* Responsible for regional Bay Area team quota of $4,976,318 across Google Cloud portfolio and sourced early- stage net new logo opportunities within a Greenfield book of business through ongoing strategic outreach and in-person live events.
* Drove discovery to implementation for high-value opportunities as frontline CE by identifying industry pain points, analyzing end user needs, and presenting value for DevOps, Generative AI, MLOps and Data Management portfolio, selling to ISVs, SMBs and Biotech organizations as key customers. Secured deep-dive workshops and EBCs, new Secure Landing Zone and partner led POCs at accounts with either zero to minimal GCP spend or primarily competitor/ hybrid cloud footprint.
* Used deep customer research to innovate technical analyses and presentations around GCP differentiators for first meeting discovery calls with ISV customers based on tech stack signals, applied internal SaaS Accelerator and HPC GTM frameworks to identify multiple onboarding opportunities and open conversations with technical and C-level business owners.
* Proactively partnered with product marketing teams to initiate, plan and develop strategic sales motions and GTM materials and identify top revenue potential in key industries: Healthcare, Supply Chain & Manufacturing, Automotive, and SaaS ISVs.
* Strategically managed accounts in Asana, tracking discovery next steps, requirements, sales plays, engaged partners, and targeted upsell motions. Became go-to Asana SME on team & supported team in best practices for pipeline forecasting, GenAI AI and ML opportunity tracking, & HPC sales play go-to market activity.
* Uncover upsell opportunities via targeted outreach to evangelize GCP GenAI capabilities. Completed GenAI ambassador training and led GenAI opportunity review scrums in Asana.
* Led weekly scrum standups with sales team for active pipeline opportunities and status reporting, generated reports in Looker for leadership roles for broader visibility.

**Business Development Solution Architect/ Lead, OneGlobe LLC, Reston, VA August 2021- October** **2021**

* Sourced and tracked high-value Federal RFI/source selection, market research and RFP opportunities from target agencies including DOD, DHS, DISA, Treasury, and GSA and managed a robust pipeline of active opportunities focused on Agile Software Development and DevOps modernization capabilities.
* Wrote compelling technical responses and value propositions for complex multi- stage cloud modernization solutions incorporating technology trends, market research, best practices and industry frameworks for DevOps/ DevSecOps implementation, synthesizing feedback from internal technical project SMEs that gained customer responses.
* Developed AWS Partner Program checklist package submissions for winning the firm additional AWS competency certifications for its Agile SW Dev and DevOps delivery capabilities.

**Customer Success & Engagement Manager, FiveBy Services, Reston, VA February 2021- July 2021**

* Acted as CSEM for FiveBy services, a boutique advisory firm providing specialized risk management and anti-fraud services to Fortune 100 companies through technology adoption and implementation projects delivering risk assessment, data analytics and reporting capabilities.
* Successfully executed upsell and opportunity identification at key Fortune 500 accounts through strategic consultative selling, discovery and project-level relationship building for niche risk intelligence and anti- fraud solutions.
* Designed and developed internal operational workflows and strategies for new client qualification & conversion, conference attendance criteria for events in the Risk Intelligence industry, and introduced brand new customer experience measurement practice for the company via NPS for gauging CSAT at key accounts from project kickoff to implementation.

**Proposal/Bid Manager, Axios Systems, Hernon, VA May 2019- April 2020**

* Sourced and managed active Request for Proposals as projects and led Presales response from start to submission.
* Developed new bid management process for the intake, organization, and development of incoming RFPs.
* Developed and wrote compelling content for RFP technical responses and new branded Proposal template for ITSM/ ITOM and maintained GTM content library for portfolio use cases and ROI/ value props for multiple end customer industries.
* Managed a global knowledge base for RFPs and drove transformation of company’s internal content management process.
* Planned, organized and led Special Projects for Presales to implement baseline POC Demo environment.
* Conducted product demos of assyst ITSM solution addressing multiple areas of IT Service Management and ITOM.
* Organized and led the transformation of a business critical ITSM Maturity Assessment program for the refresh of survey questionnaire, customer response intake and analysis methods, score calculation, and final presentation content.

**Technology Consultant, Deloitte Consulting Government and Public Services (GPS), Arlington, VA Mar 2017- Mar 2019**

* Delivered project level expertise in business process re-engineering and optimization and stakeholder reporting at multiple enterprise level clients while leading internal go-to market initiates to enable and expand Deloitte service offerings.
* Developed quality process documentation, user guides, and job aids to solidify best practices in IT Service Management and IT practice areas to optimize clients’ best practices in BMC Remedy.
* Developed public-facing blog content, Whitepapers, and GTM content for technical service offerings.
* Acted as Scrum Master for Blockchain Service Offering Business Development team to develop user stories and coordinate other workstream leads to report weekly user story execution progress for completion of ongoing enablement and Pipeline growth activities. Delivered Blockchain 101 training session to C- suite and Executive Management roles internally.
* Developed consulting enablement training and GTM material in Robotic Process Automation (RPA) solutions from Automation Anywhere and UIPath vendors for Deloitte’s RPA Service Offering and GTM team.
* Conducted Vendor Assessments for RPA and Cognitive AI, evaluating capability strength, viable use cases, and functional area ranking for Federal clients’ evaluation of RPA and Cognitive Artificial Intelligence service offerings.

**Technology Consultant, HPE Public Sector Software Services, Herndon, VA Dec 2015- Aug 2016**

* Supported post- implementation project in HPE professional services organization by driving business process maturity and best practices of ITSM UX and reporting interface for internal client end users with changing requirements.
* Worked with delivery partners to provide implementation support and consultation to Business Service Management software end users and optimize end user experience and best practices through training and enablement.

**Solutions Architect, HPE Software Sales, Conway, AR Nov 2013- Dec 2015**

* Targeted high- level business challenges and functional needs, and created opportunities to sell by aligning client requirements to SW functional capabilities and translating to solid business outcomes. Portfolio: Application Delivery Management/ ADM, Q&A and Performance Testing, Operations Management/ APM, ITSM, and Cloud Automation/ CAM
* Generated revenue to target $12,323,978 quota in channel partner, OEM, and systems integrator assisted deals.
* Worked internally with Marketing and R&D teams to capture client feedback on User Experience gaps for product and messaging improvements, and worked to close gap between customers’ feedback and product enhancements.
* Worked closely with product marketing to expand visibility of performance testing suite to potential customers by leading weekly virtual tech demos. Wrote blog content for HP’s Future of Testing Blog focusing on performance testing solutions, successfully generating widespread interest and multiple sharing from potential clients on social media channels.
* Planned and executed detailed training plan for Business Service Management, Cloud Automation, and Application Monitoring portfolios. Mentored new teams and delivered partner training for evangelizing solution technical value.

EDUCATION

Bachelor of Arts, International Relations and Foreign Languages

Eckerd College, St. Petersburg, FL