

SRISHTI ELLSON

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VP / Director · Revenue Operations & GTM Strategy · AI-Powered Commercial Systems

Revenue operations executive with a track record building AI-powered GTM infrastructure, \$50M+ pipelines, and high-performance sales systems from zero. Uniquely combines an engineering foundation with deep commercial expertise — applying systems thinking to compensation design, territory architecture, funnel optimization, and cross-functional transformation across \$1B+ revenue organizations. Early builder: founded and sold an ML-powered consumer app (patent exit) before AI was mainstream. Proven ability to move at startup speed inside large enterprises and bring enterprise rigor to scaling companies. Columbia-educated; enterprise technology and professional services background with experience spanning startups through Fortune 50.

CORE COMPETENCIES

Revenue Operations: Pipeline architecture, territory & quota design, sales compensation & incentive design, funnel optimization, P&L accountability, forecasting

GTM Strategy: Go-to-market build, product commercialization, sales play design, market positioning, pricing strategy, XaaS offerings

AI & Automation: AI-powered GTM automation, seller enrichment workflows (Clay), custom dashboards & reporting, performance management systems, ML application development, prompt engineering

Leadership & Ops: Cross-functional alignment, org design, chief-of-staff, board-level communication, change management, sales enablement, team coaching

Tools & Platforms: Salesforce (CRM cutover), Clay, HubSpot (sales & marketing), PowerBI, Airtable, Gong, Notion, Google Workspace, Microsoft 365

Domain Depth: Enterprise technology, professional services, blockchain/asset security, advanced materials, consumer mobile; B2B SaaS, alternative asset management

PROFESSIONAL EXPERIENCE

Director, GTM Strategy & Operations · Insight

New York Metro | Jul 2025 – Present

Promoted to Director; full Sr. Manager scope below (400-person field org, \$1B+ revenue, comp design, AI tooling) retained and expanded with a broader commercial mandate.

- Commercialized a flagship AI platform from internal tool to market-ready product in 8 weeks — simultaneously aligning 4 delivery organizations and the marketing function around a unified go-to-market, and scaling the sales pipeline from zero to 150+ qualified opportunities totaling \$22M in value with 4 initial closes, all within that same sprint, against a \$50M full-year revenue target.
- Redesigned corporate bonus and sales commission plans for 5,000+ employees using AI-driven modeling; delivered in 15 weeks — 42% faster than the standard timeline and \$2.7M under the cost of external consulting.
- Built AI-powered performance management and knowledge systems: custom dashboards and automated workflows that replaced manual reporting and accelerated information retrieval across the global sales organization.
- Leads a team of 7 across sales strategy and operations, with AI-powered automation embedded throughout — seller enrichment tooling, email productivity, and automated reporting that eliminated manual overhead and accelerated the sales cycle.
- Drove business requirements, seller adoption, and usage for a full Salesforce CRM cutover across the \$5B revenue organization — replacing a proprietary homegrown system (ClientLink) with Salesforce for 400+ field sellers.

Sr. Manager, GTM Strategy & Operations — Operating Foundation (scope carried into Director role) Jun 2023 – Jul 2025

- Drove sales play adoption with discipline and consistency across 400+ sellers; designed structured cadences and accountability mechanisms that improved pipeline quality and forecast accuracy.
- Owned performance analytics, territory design, and quota management for 400+ field sellers driving \$1B+ in annual revenue; delivered \$1.9M in bottom-line compensation savings at full quota with continued sales growth through data-driven incentive restructuring.
- Consolidated the sales operations function to standardize processes and drive scale across strategic priorities, metrics design, and day-to-day operations.
- Designed and launched a sales performance management program establishing a team culture of growth, accountability, and excellence; drove sales play adoption with discipline and consistency across the full seller base.
- Delivered 16+ hours of strategy training and coaching to 500+ sales, transformation, and operations personnel.

Chief of Staff to the CEO

Jun 2022 – Jun 2023

- Served as the company's first Chief of Staff — stood up the function from scratch reporting directly to the CEO; managed the strategic agenda, staff cadence, and execution tracking across the senior leadership team.
- Standardized board meeting content and unified strategic priorities across 4 consecutive quarters.
- Built a detailed cost model covering all warehouse operations and led an OCM action plan with updated pricing that recovered losses — generating \$5M+ in annual gross profit benefit.
- Developed XaaS strategic portfolio across low- and high-management offerings: built cost-to-serve models, defined offering taxonomy, and produced Phase 0/1 strategy decks (value prop, market opportunity, competitor landscape) for data platform as a service and converged infrastructure as a service.
- Delivered rapid-turn strategic analysis on high-stakes scenarios at CEO direction, including geopolitical supply-chain risk modeling.

Sr. Account Executive · DUST Identity (Blockchain Asset Security, MIT spinoff · Kleiner Perkins) *Boston, MA | Dec 2020 – Jun 2022*

- Opened and grew a net-new enterprise book across Fortune 100 accounts in Aerospace and Electronics — greenfield territory, zero base — building to six-figure recurring revenue with clients including Airbus and SEI.
- Sold a novel, highly technical security solution (nano-engineered diamond identity fingerprinting) requiring executive-level relationship development and long-cycle enterprise sales navigation.

Sr. Advisor, Corporate Strategy Consulting · Dell Technologies (VMware) *Boston, MA / Palo Alto, CA | Aug 2018 – Dec 2020*

- Selected as 1 of 3 advisors to work directly with Michael Dell and a senior SVP to define Dell's platform company transformation strategy — delivered a cohesive framework and decision map for C-suite and business unit execution.
- Led Dell's corporate sustainability strategy: benchmarked best practices, socialized with ~80 executive stakeholders across the organization, and secured Michael Dell's final approval for a multi-million dollar investment package launched November 2021.
- Led GTM strategy for a new VMware product — positioning, customer segmentation, pricing, and offering design; secured C-suite approvals. Launched April 2019; generated \$400K in Q2 and tracked to several million dollars by year-end with 5× month-over-month growth.

Founder & CEO · Doggo (ML-Powered Dog Training App) *Dallas, TX | 2016 – 2017*

- Built a mobile application using machine learning to personalize dog training programs; conceived, developed, and launched the product independently before AI tooling was widely accessible to builders.
- Raised \$65,000 via a successful Kickstarter campaign — validated product-market fit and managed a public launch with a paying backer community.
- Patented the core ML algorithm; subsequently sold the patent and exited the venture — full cycle from zero-to-one through IP monetization.

Business Development Manager · Adaptive 3D Technologies (acq. by Desktop Metal) *Dallas, TX | Aug 2015 – Oct 2017*

- Managed all sales, marketing, and account management functions at a material development services firm; grew revenue from \$0 to \$150K+ in year one and \$300K+ in year two (200% growth).
- Established Master Development contracts with Fortune 500 clients including Bose, Nike, and Boeing; built VP-, Director-, and CEO-level relationships at Stratasys, GM, and Lockheed Martin that directly contributed to securing Series B funding.
- Directed IP strategy and technology transfer with partnering universities; negotiated client IP agreements while retaining full ownership of base material IP and establishing multiple downstream revenue streams. Company acquired by Desktop Metal.

EDUCATION

Columbia University — BS, Materials Science & Engineering *New York, NY | 2015*

- Carlton Strength of Materials Laboratory — neutron diffraction stress analysis of suspension bridge cables (senior design); deployment to Oak Ridge National Laboratory.
- Biological Scaffolding Lab — esophageal bioscaffold synthesis for implantable tissue engineering.
- Internship: Morgan Stanley Prime Brokerage, San Francisco — built client focus optimization model based on historical client data and service needs (Summer 2014).

Harvard Business School Online (HBX) — CORE: Credential of Readiness; Leadership & Strategy *Cambridge, MA | 2015 – 2018*