

Shareef El-Sayed

FOUNDING GTM AND ENTERPRISE SALES

San Francisco, CA | 720-539-1183 | shareefelsayed@gmail.com | [linkedin.com/in/shareefelsayed](https://www.linkedin.com/in/shareefelsayed)

Founding GTM operator who builds the first commercial engine at technical startups: defining the ICP, validating positioning in-market, creating pipeline, and turning early traction into repeatable enterprise revenue. First sales hire at Automat, helping take the company from no sales motion to seven-figure ARR.

CORE: 0-to-1 GTM | ICP and positioning | Enterprise sales | Pipeline generation | Expansion | Team building

EXPERIENCE

Automat | **Founding GTM, Enterprise** | Mar 2024 - May 2026 | San Francisco Bay Area

- Joined as the first sales hire and built the commercial engine from scratch, owning outbound strategy, ICP definition, and full-cycle enterprise sales across mortgage operations, banking, insurance, logistics, and financial services.
- Took the company from no sales motion to seven-figure ARR through the Series A; defined and proved the lending ICP and built deep pipeline across mortgage lenders, credit unions, and regional banks.
- Closed and expanded key enterprise accounts, converting one customer relationship into a strategic investor and industry referral source.
- Recruited, mentored, and onboarded the AE and SDR who formed Automat's sales team.

Granica | **Enterprise Account Executive** | Sep 2022 - Nov 2023 | Mountain View, CA

- Early GTM hire at a PaaS and cloud cost-optimization startup targeting Fortune 500 infrastructure and FinOps buyers; led enterprise discovery and product alignment across engineering and procurement stakeholders.

Amplitude | **Enterprise Sales Development Representative** | Oct 2020 - Sep 2022 | San Francisco, CA

- Generated and qualified enterprise pipeline through Amplitude's IPO, partnering with enterprise AEs, product evangelists, and pre-sales teams on complex discovery and adoption motions.
- Mentored newer SDRs and supported PLG workshops and webinars that drove enterprise demand and buyer education.

PredictHQ | **Enterprise Sales Development Representative** | Jul 2019 - Oct 2020 | San Francisco, CA

- Sourced and developed opportunities with Qantas, Uber, Airbnb, and Booking.com; built inbound and outbound frameworks that became part of PredictHQ's early GTM process.
- Generated and qualified named-enterprise pipeline and contributed to demand-generation initiatives that helped triple market awareness for the platform.

Zayo Group | **Account Manager** | Jun 2018 - Jul 2019 | Boulder, CO

- One of 10 founding team members in Zayo's Boulder office; contributed to \$1.2M in net new revenue and 100%+ sales growth in year one while winning against lower-cost competitors.

Tesla | **Account Executive** | Jun 2016 - Jun 2018 | Denver, CO

- Ranked 4th in North America and 8th globally for Model S and X sales in month one; maintained a top-10 global ranking throughout tenure with 95% customer satisfaction.

EDUCATION

University of Colorado Boulder