

# JOE DAE

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## VP, Enterprise Sales & Revenue Leadership

Strategic, results-driven B2B SaaS revenue executive with 15+ years leading enterprise sales and revenue organizations, guiding companies through critical growth inflection points from early scale through market maturity. Scaled five B2B SaaS companies from \$47MM to \$326MM in combined annual revenue, \$279MM in total organizational revenue growth, and led the close of \$433M in new logo enterprise contract value, including \$254M at Allsup across 200+ complex sales cycles. Known for stabilizing at-risk revenue, leading complex transformations, and building high-performing teams that deliver durable, capital-efficient growth across global markets. Trusted advisor to executive leadership and boards.

### AREAS OF EXPERTISE

**Revenue Strategy & GTM:** Go-to-Market (GTM) Strategy | P&L Management | SaaS Business Models (ARR/NRR) | Unit Economics (LTV:CAC) | Sales Forecasting & Pipeline Management | Board Reporting | Turnaround & Restructuring | ML / AI | Customer Success (CX) | Marketing Strategy

**Global Enterprise Sales:** Complex Deal Structuring | Strategic Partnerships & Alliances | Account-Based Marketing (ABM) | Customer Journey Mapping | Land & Expand Motions | Churn Reduction | Executive Relationship Management | Sales Playbooks & Methodology | SaaS / PaaS | International Expansion

**Operational Excellence:** Revenue & Sales Operations | RevOps & Tech Stack Optimization | Sales Enablement | Compensation Design | MEDDIC / MEDDPIC / Challenger | Change Management | Org Design & Talent Development | Customer Retention | Data-Driven Pipeline Management

**Cross-Functional Leadership:** Sales Organization Design | Executive Leadership | Coaching & Team Development | Hiring & Talent Strategy | Marketing Alignment | Product Roadmap Influence | Business Strategy | Technical Sales Enablement | Cross-Functional Collaboration

*"As our VP of Enterprise Sales, Joe demonstrated outstanding leadership and an incredible ability to bring out the best in his team. His calm demeanor, logical approach, and resilience inspired confidence across the organization, especially during times of change. He led with strategic clarity and collaboration, helping us build a truly unified go-to-market strategy that drove measurable success." - Tiffany Kaminsky, Co-Founder & Chief Partnership Officer, Symend*

### SELECTED CAREER HIGHLIGHTS

- **Built the Enterprise division from zero at Lofty, scaling new logo ARR from \$0 to \$29M in 24 months:** by defining GTM strategy, establishing sales processes, personally closing anchor accounts, and coaching a global team of 8 AEs.
- **Designed and led a land-and-expand initiative at Lofty:** produced 276 new business opportunities at a 47% close rate, generating \$7.6M in net-new ARR from the existing customer base through disciplined client-relationship expansion and account management.
- **Delivered \$7.9MM in ARR growth at eBillity:** launching a 10-month strategic partnership initiative with ADP that generated 160 enterprise inbound leads at a 31% close rate, a repeatable model for partner-led pipeline.
- **Improved LTV from 22 to 52 months and reduced CAC by 89%:** through optimized pricing, value-based deal structuring, and disciplined pipeline management, delivering the capital-efficient growth model that positions companies for scale.

### PROFESSIONAL EXPERIENCE

**SYMEND INC.** | CALGARY, CANADA (Remote) | **Mar 2025 - Nov 2025 (Contract Role)**

*AI-infused B2B SaaS Customer Engagement platform | \$19MM ARR | 11-person enterprise sales organization*

**VP, Global Enterprise Sales (Contract)**

*Recruited to execute a 6-9 month GTM turnaround and operational efficiency pivot. Redesigned the sales organization, built an enterprise sales motion with MEDDPIC rigor, redefined AE and AM roles, and transitioned from "growth-at-all-costs" to a capital-efficient engine, demonstrating adaptability and resilience while maintaining revenue velocity through significant organizational change.*

- **Pipeline Generation:** Took the enterprise sales pipeline from \$51M to \$74M in 6 months, a \$23M increase, by launching a targeted outbound campaign across Financial Institutions, Telecoms, and Utilities / Retail Energy (BMO, Verizon, PG&E, Toyota, TD, Ally, Octopus Energy, E.On Next) and tightening stage-progression discipline across the team.
- **AI-Driven Sales Enablement:** Drove a fundamental sales transformation by upskilling the enterprise team on AI-powered hyper-personalization, increasing qualified pipeline volume by 23% and compressing outreach-to-meeting cycles.
- **Operational Efficiency:** Optimized the sales budget and technology stack, achieving an 18% OpEx reduction while boosting team productivity by 25%.
- **Outbound Transformation:** Architected a multi-channel digital selling strategy increasing new logo meetings by 167%, proving a repeatable, scalable playbook in a resource-constrained environment.

## **LOFTY INC. | PHOENIX, AZ | Oct 2021 - Nov 2024**

*AI-infused PropTech B2B SaaS CRM platform | \$48MM annual revenue | 8-person enterprise sales organization*

### **VP, Global Enterprise Sales & Partnerships**

*Brought in to architect and scale the Enterprise division from zero, defining GTM strategy, building the sales infrastructure, coaching a high-performance team to capture market share, and directing international expansion into Europe and Australia.*

- **Hypergrowth Execution:** Scaled enterprise new logo ARR from \$0 to \$29M at Lofty, growing total company revenue from \$19M to \$48M in 24 months through aggressive new logo acquisition, disciplined pipeline management, and improved unit economics (LTV 22 to 52 months, CAC reduced 89%).
- **Landmark Deal Rescue:** Personally orchestrated a strategic turnaround for the largest at-risk deal in company history (Engel & Volkers), assembled an 8-person team, invested 120+ hours, and closed the \$3.5MM ARR opportunity that later scaled to \$6MM through post-sale expansion.
- **Team Development & Coaching:** Recruited, developed, and coached 8 AEs across multiple regions, establishing operating cadences, structured feedback loops, and an accountability culture that drove consistent quota attainment, securing major wins with Real Brokerage, eXp, KW, and LPT.
- **Strategic Partnerships:** Secured GTM partnerships with Zillow, HomeLight, Rocket Mortgage, and UWM; served as primary field voice influencing product roadmap and pricing strategy.
- **AI-Driven Market Positioning:** Directed sales and GTM strategy that drove the platform to become the #1 AI PropTech solution in the market through superior value selling and competitive positioning.

## **EBILLITY | NEPTUNE, NJ | Mar 2017 - Oct 2021**

*Fintech B2B SaaS platform | \$18MM annual revenue | 12-person global sales organization*

### **VP, Global Sales & Business Development**

*Recruited to build a global sales motion across SMB, Mid-Market, and Enterprise in North America, EMEA, and Australia. Managed all revenue channels, partnerships, and Customer Success, driving 7X revenue expansion through a combination of commercial rigor and team-first leadership.*

- **Revenue Growth:** Drove new logo ARR from \$2.5M to \$18M (7X expansion) by constructing GTM playbooks for three global regions, improving unit economics at every stage of the sales cycle.
- **Partnership Ecosystem:** Secured multi-year GTM deals with Intuit, ADP, Google, SAP Concur, Azure, Microsoft, and Sage, building a partner-sourced pipeline engine that drove consistent expansion revenue.
- **Deal Expansion & Coaching:** Coached the team to sell value over price, increasing ACV by 317% through structured deal reviews and accountability, reduced CAC by 78% in 17 months through data-driven pipeline optimization.

## **PANVIVA, INC. | BOSTON, MA | Jan 2015 - Mar 2017**

*B2B SaaS Knowledge Management & Contact Center CX platform | \$19MM ARR | ~70-employee company*

### **Director of Sales**

- **Market Entry & Performance:** Led North American market entry for an Australian SaaS startup, building a greenfield territory through outbound motions, recruiting a team of 4-6 AEs, and exceeding quota by 75% (2016) and 40% (2015), generating \$3.15M in new revenue.
- **Strategic Wins:** Secured the company's two largest enterprise accounts, Sutter Health and Kaiser, through consultative, multi-stakeholder sales cycles.

## **ALLSUP, INC. | BELLEVILLE, IL | Jan 2006 - Jan 2015**

*B2B SaaS software & services | \$220MM annual revenue | 6-person enterprise sales organization*

### **VP, Sales | National Sales Manager**

- **Enterprise Deal Production:** Led the close of \$254M in enterprise contract value across 200+ complex sales cycles over my tenure, winning Fortune 1000 logos across telecom, energy, media, technology, financial services, and healthcare, including AT&T, Chevron, Walt Disney, HP, Bank of America, and McKesson.
- **GTM & Organizational Leadership:** Promoted five times to architect the enterprise sales organization; built the company's #1 producing team and quarterbacked GTM strategy for all major product launches, including a flagship product launch that closed 85% of its targeted-prospect list through disciplined ABM execution and cross-functional alignment.

## **EDUCATION & CERTIFICATIONS**

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**BS, Business Administration**, University of Missouri, Columbia, MO