Gary Gatiss

Strategic Account Executive & AWS Co-Sell | Selling With and Through AWS | Marketplace, Committed Spend & Joint GTM

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SUMMARY

Hybrid enterprise seller and AWS alliances operator — the seller who closes the customer and brings the AWS account team into the deal. At Tackle.io, Armory, and AtlasGTM: structured AWS Marketplace private offers and **committed-spend drawdown**, engaged AWS account managers cold across top targets, secured **$100K in AWS partner funding**, and trained ISV and partner field teams (IBM, Dell, VMware) on the Marketplace motion. A **$275K Armory deal opened AWS Marketplace procurement for Snap** — credited by AWS's account team with unlocking a track that grew to tens of millions. As **Co-Founder & CRO of AtlasGTM**, built an AI-native deal-execution platform around exactly this motion. Earlier, **$335M+ closed** across Citrix and Spico Solutions and **169% average quota** over nine years as an overlay seller working alongside core account teams. Runs direct, partner-led, and AWS co-sell motions in parallel with MEDDPICC rigor and forecast accuracy.

CORE STRENGTHS

Strategic Named-Account Management • AWS Field Co-Sell & Seller Alignment • AWS Marketplace, Private Offers & CPPO • AWS Committed-Spend (EDP) Drawdown • Partner Funding & MDF • Overlay Selling with Core Account Teams • C-Suite, Founder & Technical Buyers • AI-Native & High-Growth Tech Accounts • Partner & Field Enablement • MEDDPICC & Value-Based Selling • Forecast Accuracy & Pipeline Visibility • AI-Driven Account Research & Planning

AWS & ENTERPRISE ECOSYSTEM EXPERIENCE

AWS Marketplace & co-sell: five years across Tackle.io (Marketplace category leader), Armory, G3 Consulting, AtlasGTM, and Think & Grow — private offers, metering, committed-spend drawdown, ACE, partner funding and MDF. **AWS working relationships:** AWS Marketplace business development and leadership, AMER Technology Partners, Marketplace Center of Excellence, partner development. **Enterprise accounts:** Apple, Cisco, IBM, Dell, VMware, Salesforce, Teradata, Oracle, Google, Yahoo, Snap, eBay, PayPal, American Express, Charles Schwab.

PROFESSIONAL EXPERIENCE

Think & Grow — *Oct 2026 – Present*

Advisor & Operator (Contract), AWS GTM Practice

- Runs **AWS GTM sales activation** for ISVs at the firm that co-created the **AWS Global Passport Program** — a sales-execution workshop with DatologyAI and assessment and strategy sessions with Kiteworks; designed a portfolio of **AWS-funded ISV programs** that extends the alliance beyond Passport.

AtlasGTM & G3 Consulting — *Jul 2023 – Present*

Co-Founder & CRO, AtlasGTM (Jul 2023 – Oct 2026; Advisor, Oct 2026 – Present) / Founder, G3 Consulting

- Personally carried quota and closed new logos including **Saviynt, Exclusive Networks, Docebo, DDT, SoftwareOne, and SecurityHQ** while building the revenue function for an **AI-native deal-execution platform**; recruited and coached 4 enterprise AEs.
- Built an **AWS-anchored GTM motion**: engaged AWS account managers across the **top 20 sell-to targets before a partnership was in place**, and built the business case that won **$100K in AWS partner funding** — an approval requiring AWS-side executive sponsorship.
- Helped RiverMeadow, Eclypses, and Saviynt use **AWS MDF** to pay for AtlasGTM; built **15+ partnerships** across distribution (Ingram Micro, TD SYNNEX, Carahsoft), services firms, and cloud platforms.
- Trained ISV and channel sales teams on AWS Marketplace selling, co-sell, and committed-spend access; authored **20+ playbooks, decks, and curricula** and ran webinars on accessing AWS committed cloud spend.
- Uses AI daily for account research, account planning, and pipeline management.

Tackle.io — *Apr 2021 – Nov 2022*

Enterprise Account Executive, Strategic Accounts

- Grew ARR **400%** across strategic ISV accounts including **IBM, Dell, VMware, and Teradata**. **President's Club, 2021.**
- Sold cloud marketplace transacting — **AWS Marketplace private offers, metering, committed-spend drawdown, and co-sell** — giving enterprise buyers a faster, pre-funded path through procurement; helped IBM's operations team set up multiple AWS Marketplace listings.
- Closed **Teradata** as a first new logo at **full list price**, running procurement, security, and legal in parallel to finish onboarding in **under two weeks** — the fastest in the customer's history.

- Owned co-sell enablement for **IBM, Dell, and VMware** field sellers on the Marketplace motion, plus guidelines and materials for Salesforce and Teradata.

Armory.io *Feb 2019 – Apr 2021*

Senior Account Executive, Strategic Accounts

- A **$275K initial deal opened AWS Marketplace procurement for Snap** — then Google Cloud's largest customer — alongside a $150K AWS-funded project; AWS's account team credited it with unlocking a track that grew to **tens of millions**.
- Grew territory ARR from **$250K to over $2M**; grew **Apple from $0 to $1.2M ARR**, helping move Apple Music application workloads onto AWS; self-generated more than half of pipeline.
- Partnered with AWS and Armory solutions architects through technical evaluations and proofs of value; closed eHealth through AWS Marketplace two months early at no discount.

Spico Solutions *Jul 2014 – Feb 2019*

Director of Sales

- Closed **$152M** into large enterprise accounts, led by Citrix NetScaler application delivery and security, with Splunk and big-data solutions also in the portfolio; owned **Apple and Cisco as global accounts**; highest profit margin on the team.

Citrix Systems *2005 – 2014*

Strategic Account Executive, Networking & Cloud Group

- Closed **$183M** — Citrix's highest cumulative revenue producer at the time of my departure; **$335M+** combined with Spico Solutions.
- Averaged **169% of quota over nine years** as an overlay seller alongside core account teams; **#1 companywide** in revenue and quota attainment (215%) in 2012; 253% in 2011; President's Club 2008, 2011, 2012.
- Grew **Apple from $1M to $42M** across business units; opened **Cisco** as white space ($0 to $3M); grew Charles Schwab and McKesson from zero to $1M+.
- Won a **$700K eBay renewal** against a competitive displacement push with a business case built on the cost of downtime; worked alliances with Palo Alto Networks, Optiv, Trace3, Infosys, and Wipro.

Early Career — Teros, Loudcloud, Grand Central Communications

- **Teros (application security):** a cold call to Warner Bros.' Director of Application Security became a competitive win — overnight evaluation, champion-led urgency, closed near full price in under 45 days through Accuvant (now Optiv).
- **Loudcloud:** $4M+ in multi-year bookings selling one of the first managed cloud services to C-level buyers. **Grand Central Communications:** built nine channel partnerships, including PayPal.

EDUCATION & TRAINING

Cal Poly, San Luis Obispo — B.S., Graphic Communication; Varsity Football Captain
Sales Methodology: Miller Heiman Strategic Selling, Sandler, Wilson Learning; MEDDIC/MEDDPICC practitioner