Gary Gatiss

Strategic Account Executive | Enterprise & AI-Native Accounts | C-Suite & Founder Selling | AWS Co-Sell & Marketplace

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SUMMARY

Strategic enterprise seller and AI-native founder who closes complex, multi-stakeholder platform deals and grows them into the largest accounts in a territory. As **Co-Founder & CRO of AtlasGTM**, an AI-native deal-execution platform, carried quota, set pricing, and sold founder to founder. At Tackle.io, grew ARR **400%** across strategic accounts including IBM, Dell, VMware, and Teradata (President's Club); at Armory, grew **Apple from $0 to $1.2M ARR** and opened **Snap** with a $275K AWS Marketplace deal that AWS's account team credited with unlocking a tens-of-millions track. **$335M+ closed** across Citrix and Spico Solutions, **169% average quota** over nine years, and Apple grown from **$1M to $42M**. Five years inside the AWS Marketplace and co-sell motion — private offers, committed-spend drawdown, AWS account-team alignment — the same route Claude now sells through on AWS. Uses AI daily for account research, planning, and pipeline management.

CORE STRENGTHS

Strategic Named-Account Ownership • New-Logo Acquisition & Expansion • C-Suite, Founder & Technical Buyers (CEO/CIO/CTO/CISO) • AI-Native & High-Growth Tech Accounts • Complex, Multi-Stakeholder Negotiation • Usage-Based & Marketplace Pricing • AWS Co-Sell, Private Offers & Committed-Spend Drawdown • Value-Based Selling (MEDDPICC) • Forecast Accuracy & Pipeline Discipline • SE & Cross-Functional Deal Teams • Channel, GSI & Alliance Partners • AI-Driven Account Research & Planning

ENTERPRISE & HIGH-GROWTH ACCOUNT EXPERIENCE

Technology & Infrastructure: Apple, Cisco, IBM, Dell, VMware, Salesforce, Teradata, Oracle, Informatica. **Internet, Media & High-Growth:** Google, Yahoo / Verizon Media, Snap, eBay, PayPal, Groupon, eHealth, Warner Bros. **Financial Services & Healthcare:** American Express, Charles Schwab, McKesson. **AI, Security & SaaS:** Saviynt, Exclusive Networks, Docebo, SoftwareOne; advisory work with DatologyAI and Kiteworks.

PROFESSIONAL EXPERIENCE

Think & Grow — *Oct 2026 – Present*

Advisor & Operator (Contract), Go-to-Market Practice

- Contract operator focused on sales activation and execution 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**.

AtlasGTM & G3 Consulting — *Jul 2023 – Present*

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

- Built and owned the revenue function for an **AI-native, autonomous deal-execution platform** — pricing, territory design, pipeline cadence, forecasting, and weekly deal inspection — in a category with no established playbook.
- Personally carried quota and closed new logos including **Saviynt, Exclusive Networks, Docebo, DDT, SoftwareOne, and SecurityHQ**, selling to founders, CROs, and alliance leaders; recruited and coached **4 enterprise AEs** as a player-coach.
- Engaged AWS account managers across the **top 20 sell-to targets before a partnership existed**; won **$100K in AWS partner funding** with AWS executive sponsorship; helped RiverMeadow, Eclypses, and Saviynt use AWS MDF to pay for their subscriptions.
- Built **15+ partnerships** across distribution (Ingram Micro, TD SYNNEX, Carahsoft), services firms, and cloud platforms; through G3 Consulting, delivered paid GTM engagements for SecurityHQ, CarbonHelix, and seed-stage ISVs.
- Uses AI daily for account research, account planning, and pipeline management; coached ISV sales teams on deal execution, including Saviynt, Exclusive Networks, Bizagi, Ab Initio, RiverMeadow, and DDR.

Tackle.io — *Apr 2021 – Nov 2022*

Enterprise Account Executive, Strategic Accounts

- Grew ARR **400%** across strategic 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 with AWS, Microsoft, and Google Cloud — to ISV sales and alliance leaders, with business cases built on procurement speed and pre-committed spend.
- Closed **Teradata** as a first new logo at **full list price**, running procurement, security, and legal in parallel to clear onboarding in **under two weeks** against the customer's 30-day record.

- Managed IBM as a strategic account — helped its operations team set up multiple AWS Marketplace listings — and built co-sell enablement for IBM, Dell, and VMware sales, SE, and marketing teams.

Armory.io *Feb 2019 – Apr 2021*

Senior Account Executive, Strategic Accounts

- Grew territory ARR from **$250K to over $2M** selling an open-source SaaS continuous-deployment platform (built on Netflix's Spinnaker) to platform-engineering leaders and CTOs at Apple, Snap, Oracle, Informatica, Groupon, and eHealth; self-generated more than half of pipeline.
- Grew **Apple from $0 to $1.2M ARR** selling to the teams that owned Apple's Kubernetes environment, helping move Apple Music application workloads onto AWS.
- Opened **Snap** — then Google Cloud's largest customer — with a **$275K first deal through AWS Marketplace** and a $150K AWS-funded project; AWS's account team credited the deal with unlocking a Marketplace track that grew to **tens of millions**.
- Paired with solutions architects through technical evaluations, security reviews, and proofs of value; reached Verizon Media through a community meetup, leading to a $150K deal.

Spico Solutions *Jul 2014 – Feb 2019*

Director of Sales

- Directed sales and closed **$152M** into large enterprise accounts, led by Citrix NetScaler application delivery and security, with Splunk and big-data solutions also in the portfolio; delivered the highest profit margin on the team.
- Owned **Apple and Cisco as global accounts**, running multi-business-unit strategy and executive relationships; coached reps through technical evaluation, security review, and procurement on six- and seven-figure deals.

Citrix Systems *2005 – 2014*

Strategic Account Executive, Networking & Cloud Group

- Carried a **$40M quota** in named strategic accounts as an overlay alongside core account teams; closed **$183M** — Citrix's highest cumulative revenue producer at the time of my departure.
- Averaged **169% of quota over nine years**; **#1 companywide** in revenue and quota attainment in 2012 (215%); 253% in 2011; President's Club 2008, 2011, 2012.
- Grew **Apple from $1M to $42M** across business units, directing a matrixed team of SEs, TAM, overlay, inside sales, and up to five VAR partners; opened **Cisco** as white space ($0 to $3M); took 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; closed $1M+ deals at PayPal, Yahoo, Google, and American Express.

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