

# Jose Gomez

Senior Revenue Leader · Sales & Marketing · SaaS & Automotive Technology

Austin, TX

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## PROFESSIONAL SUMMARY

Revenue leader with 15+ years building and scaling commercial organizations across automotive SaaS and technology businesses. Career defined by turning around underperforming sales teams, tightening forecasting discipline, and getting marketing and sales working off the same playbook. Has operated across founder-led startups and PE-backed environments — working directly with CEOs, boards, and investors through growth phases, acquisitions, and exit transactions. Comfortable as a player-coach: equally at home setting strategy and getting into the details of pipeline, process, and team development.

## CORE COMPETENCIES

|                                          |                                          |
|------------------------------------------|------------------------------------------|
| › Revenue Organization Design & Scaling  | › Salesforce CRM & Pipeline Discipline   |
| › Sales & Marketing Alignment            | › Forecasting Rigor & KPI Frameworks     |
| › Enterprise & Multi-Unit Operator Sales | › Demand Generation & Marketing Ops      |
| › PE & Board-Level Commercial Reporting  | › Customer Retention & Account Expansion |
| › Value-Based Selling to C-Suite Buyers  | › Sales Enablement & Team Development    |
| › Channel Partnerships & GTM Strategy    | › M&A Commercial Integration             |

## PROFESSIONAL EXPERIENCE

### Vice President of Sales · PureCars — Automotive SaaS & Marketing Technology

January 2025 – Oct 2026 | Atlanta, GA (Remote)

*Brought in by PE ownership to professionalize the commercial organization and prepare the business for exit. During the process, led the commercial integration of AutoAlert — acquired to expand revenue and strengthen the platform's value ahead of transaction.*

- Revamped forecasting and rebuilt the national sales organization with Salesforce-based tracking — improving forecast accuracy from 62% to 91% in a single quarter.
- Broke consecutive monthly revenue records, increasing total bookings 32% and reaching the company's highest quarterly run rate in 15 years.
- Reorganized GTM structure across digital advertising, AutoMiner, Rylie AI, and direct mail — boosting multi-product adoption 27% and close rates 18%.
- Introduced new pricing, packaging, and compensation frameworks generating \$225K+ in new ARR monthly.
- Partnered with Marketing to lead conference and event strategy, driving 40% higher lead-to-demo conversion.
- Collaborated directly with CEO and PE Board on expansion strategy, pricing, and GTM execution in support of the exit process.

## Director of Sales · Outsell — Customer Lifecycle Marketing Platform

January 2024 – January 2025 | Minneapolis, MN (Remote)

*Joined to rebuild commercial performance and bring structure to a business that had been underperforming its potential. Delivered a significant turnaround in under 12 months, directly strengthening the company's commercial trajectory and positioning it for a successful sale to Impel.*

- Rebuilt sales structure and accountability systems — cutting performance variance 35% and increasing quota attainment from 58% to 86% in nine months.
- Grew ARR 42% YoY, delivering the company's strongest performance since 2019.
- Implemented standardized sales process and forecasting discipline, reducing sales cycles 19% and lifting conversion 24%.
- Improved customer retention 11 points through proactive engagement and lifecycle optimization.
- Unified Sales, Marketing, and Product accountability — resulting in 33% more MQLs converted to SQLs.
- Boosted team engagement scores 28%, reinforcing a culture of transparency and high performance.

## Director, Commercial Enablement · automotiveMastermind — S&P Mobility Company

August 2020 – January 2024 | New York City (Remote)

*Promoted from Manager to Director within 12 months. Scope expanded to own commercial enablement, pricing strategy, thought leadership, and partner education across a 120+ person organization.*

- Designed and deployed a company-wide new hire program across the entire commercial organization, reducing ramp time 27% and establishing a consistent performance baseline from day one.
- Represented the company as a thought leader at major industry conferences, elevating brand presence and reinforcing commercial credibility in the market.
- Revamped the company's full pricing strategy and product naming framework, driving a 14% increase in overall revenue through clearer positioning and improved value communication.
- Led development of a dealer partner LMS platform that tripled adoption and active use rates, transforming partner engagement and deepening platform stickiness.
- Launched a three-tier sales certification model that raised deal quality and renewal rates across the team.
- Drove enablement initiatives improving quota attainment 21% YoY and partnered with executive leadership on CRM modernization and revenue operations improvements.

## National Performance Manager · automotiveMastermind — S&P Mobility Company

May 2018 – August 2020 | Austin, TX

- Increased regional penetration 18% and improved dealer retention from 73% to 81%.
- Achieved 96% dealer satisfaction rate and influenced \$20M+ in retained ARR.
- Designed and delivered a six-pillar national training program certifying 150+ sales and service professionals.

## Dealer Relations Manager · automotiveMastermind — S&P Mobility Company

August 2017 – May 2018 | Austin, TX

- Maintained 94%+ client retention and grew revenue 21% annually.
- Expanded market share 18% by adding new dealerships across TX and OK.

## Senior Automotive Marketing Consultant · L2T Media

January 2016 – July 2017 | Texas

- Delivered 74% regional market growth through OEM campaign strategy and digital marketing alignment.
- Led cross-functional teams generating \$5M+ in new pipeline through targeted dealer strategies.

## Senior Manager, Dealer Development · TrueCar Inc.

January 2013 – January 2016 | Austin, TX

- #1 in company history for franchise dealer acquisitions — 347 new franchises across three years.
- Grew market share across OK (+37.8%), TX (+31.9%), AR (+26.7%), and NE (+17.6%).
- Built and launched TrueCar's first inside sales department, training 25+ reps and establishing repeatable processes.