

AMENI WATTLES

Fractional CRO and Enterprise GTM Operator | AI, Cloud and Data

\$100M+ ENTERPRISE PORTFOLIO	200%+ QUOTA ATTAINMENT	\$3M-\$10M PIPELINE PER CLIENT	30-60 DAYS FIRST CLOSED-WON
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What I do

I help AI, cloud, data and enterprise-technology companies turn complex products into credible business value, focused account strategies, partner motions and repeatable sales execution. I bring more than 10 years across AWS, Google Cloud and VMware, combining executive commercial judgment with current AI and cloud fluency.

Selected proof

- Managed a \$100M+ enterprise technology portfolio; ranked Top 10 globally at Google Cloud.
- Closed multiple seven-figure transactions and achieved 200%+ attainment.
- Ranked Top 3 nationally at VMware and delivered more than 30% year-over-year growth.
- Built \$3M to \$10M in net-new qualified pipeline per consulting client, with first wins typically in 30 to 60 days.
- AWS Certified Cloud Practitioner, AWS Certified AI Practitioner, Google Cloud Digital Leader and Google Generative AI Leader.
- Fluent in English, French and Arabic, with cross-cultural enterprise selling experience.
- AI Trainer and Senior Enterprise Sales Subject Matter Expert via Ethos for a confidential foundational AI lab.

Fractional engagement menu

Enterprise GTM Diagnostic

ICP and segment prioritization, buying-group analysis, value proposition, pipeline review and a 90-day activation plan.

Cloud and AI Partner Acceleration

Partner mapping, joint value proposition, co-sell plays, account alignment, executive sponsorship and pipeline governance.

Value Selling and Field Enablement

Discovery, executive business cases, ROI narratives, opportunity inspection, objection handling, negotiation preparation and manager coaching.

Founder-Led GTM Scale-Up

A practical operating system for founders moving from opportunistic selling to a defined, repeatable enterprise motion.

Representative client outcomes

- Eltrophy: forecast stabilized within two quarters; \$1.8M in booked revenue added through deal inspection, discovery and multi-threading.
- Clifton: \$7.2M in net-new pipeline and first new-logo close in 47 days through account tiering, outbound and partner channels.
- Confidential AI infrastructure company: 34% year-over-year book growth and a nine-point reduction in average discount.

Best fit

AI-native or cloud company moving upmarket | new enterprise offer | underperforming partner ecosystem | sales team needing stronger executive value communication

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