

CASE STUDIES AND PROOF BANK

Verified enterprise sales, GTM, partnerships, enablement and AI outcomes

\$1.8M BOOKED REVENUE	\$7.2M NET-NEW PIPELINE	34% YOY BOOK GROWTH	35% VXRAIL GROWTH
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Client case studies

Eltropy Forecast stabilization and enterprise execution	Situation: stalled evaluations and forecast variance above 30 percent. Action: installed deal inspection, rebuilt discovery and coached multi-threading. Outcome: forecast stabilized within two quarters and \$1.8M in booked revenue was added.
Clifton From referral dependence to repeatable pipeline	Situation: roughly \$600K of pipeline coverage against a \$4M target. Action: defined account tiers, launched targeted outbound and two partner channels, and installed weekly coverage targets. Outcome: \$7.2M in net-new pipeline and first new-logo close in 47 days.
Confidential AI infrastructure company Pricing and renewal transformation	Situation: flat year-over-year revenue and heavy renewal discounting. Action: reset pricing guardrails, introduced value-based business cases and rebuilt the renewal motion. Outcome: 34 percent year-over-year book growth and a nine-point reduction in average discount, with measurable lift by month four.

Enterprise and ecosystem proof

Enterprise portfolio growth

Built strategic account plans, connected technical priorities to business outcomes, coordinated specialists and partners, and led executive commercial conversations. Verified outcomes include \$100M+ portfolio ownership, Top 3 national performance at VMware, more than 30% year-over-year growth and multiple seven-figure transactions.

Cloud and AI growth

Worked with founders and executives on business cases, partnerships, strategic priorities and enterprise buying motions. Verified outcomes include Top 10 global performance at Google Cloud and 200%+ attainment.

Partner and ecosystem selling

Built joint account plans, coordinated executive stakeholders and translated technical value into commercial outcomes across partner-rich enterprise environments.

Applied AI and sales enablement projects

Google Cloud AI Sales Agent	Reduced account-research cycle time from an estimated four-week manual baseline to one day, a 96% reduction. Internal time-motion study; partly rep-reported and not audited.
Strategic Pursuit Committee	Founded a cross-organization center of excellence for strategic selling, ROI proposals and negotiation. A six-deal pilot showed a directional 20% relative win-rate lift; sample not statistically significant.
VMware and Dell co-sell	Built a co-selling and co-marketing engine with pipeline visibility and repeatable partner motions. Associated with 35% year-over-year VxRail sales growth using partner-sourced deal flags.
AI model training	AI Trainer and Senior Enterprise Sales Subject Matter Expert via Ethos for a confidential foundational AI lab, focused on model evaluation, executive storytelling, slide logic and enterprise sales reasoning.

Evidence and measurement note

All metrics are presented with their source qualifications, baselines and confidentiality labels. Estimated, internally sourced or directional results are not represented as independently audited. Client outcomes may vary by starting conditions, execution scope and market context.

ameniwattles@gmail.com | [linkedin.com/in/amwattl](https://www.linkedin.com/in/amwattl)