



Chad A. Burmeister

STRATEGIC GTM EXECUTIVE & SALES MODERNIZATION LEADER

Castle Rock, CO • (303) 229-5753 • chadburmeister@gmail.com • linkedin.com/in/chadburmeister

Multi-exit Founder and Enterprise Leader with **20+ years** scaling global sales organizations from seed stage to **\$440M+ pipeline** operations. Advanced rapidly at Informatica — from **Capture Manager** to **Sr. Manager/Director, Business Development**. Expert in **AI-driven sales development**, high-velocity revenue growth, and organizational design for global tech leaders including Informatica, RingCentral, and ON24.

EXECUTIVE PROFESSIONAL EXPERIENCE

Informatica (from Salesforce)

Mar 2024 – Jun 2026

Castle Rock, CO & Austin, TX | Acquired by Salesforce, 2026

Sr. Manager/Director, Business Development

Jan 2025 – Jun 2026

- Led **multiple BDR teams** (Enterprise, Industry, Commercial, Specialist, Inbound); architected a global BDM framework managing a **\$440M annual pipeline engine** and a **\$21M bookings target**.
- Deployed AI-for-sales tech (Nooks.ai, Buzz.ai), driving **300% more meetings** scheduled by phone.
- Drove post-acquisition integration into the Salesforce Data Foundations / MuleSoft organization, delivering **2x opportunity creation** against a **\$21M annual Closed/Won bookings target**, and re-organized the BDR teams (Regulated Industries, ACC+PACE, Specialist, PubSec).

Partner Manager III/Capture Manager, Data Governance & Data Integration

Mar 2024 – Jan 2025

- Grew the **Specialist BDR team from 2 to 6** and **doubled pipeline per BDR from \$3M to \$6M per quarter**.

Founder & CEO — BDR.ai (Acquired)

Jul 2017 – Feb 2024

- Founded and scaled an AI-driven Sales-as-a-Service platform from inception to **\$1.4M ARR with 80%+ profit margins**, leading to a successful exit.
- Served as primary GTM architect for global clients, deploying Prospecting-as-a-Service and Managed LinkedIn solutions.

Sr. Director, Global Sales Development — RingCentral

Dec 2015 – Jun 2017

- Scaled the sales development organization from **12 to 100+ reps in 18 months** across Colorado, North Carolina, and the Philippines.
- Achieved a **200% increase in lead conversion** by re-engineering the sales tech stack and launching the firm's first outbound division.

ADDITIONAL PROFESSIONAL EXPERIENCE

- **ConnectAndSell** — VP, Sales & Marketing (2013–2015): Exceeded bookings targets (\$10M+/year); launched Denver HQ (0 to 25+ reps).
- **ON24** — Director, Inside/Corporate Sales (2011–2013): Scaled bookings from \$0 to >\$1M/quarter; President's Club (2012).
- **IronKey** (acq. Imation) — Director/VP, Corporate Sales (2010–2011): Managed 6x revenue scaling leading to asset sale.
- **Riverbed Technology** — Sr. Manager, Inside Sales (2008–2010): Engineered expansion from 14 to 40+ Inside Sales Professionals.
- **Cisco WebEx** — Regional Sales Manager (2005–2007): 3x President's Club; peak 140% of quota.
- **FedEx** — Sr. International Sales Executive: Earned multiple promotions to cover the entire Southern California region.
- **Airborne Express** — Account Executive: Ranked **#1 Sales Rep nationally** out of 1,000+ peers.

EDUCATION

- **MBA, Computer Information Science** — Loyola Marymount University
- **B.S., Marketing** — Colorado State University

LEADERSHIP & RECOGNITION

- **AA-ISP** — Founded the Silicon Valley Chapter (0 to 750 members in 2 yrs) and the Colorado Chapter (former).
- **Author** — SalesHack, AI for Sales 1.0 & 2.0; **Host**, The AI for Sales Podcast.
- **Speaker**: Dreamforce, SiriusDecisions, Sales Hacker.

CORE EXECUTIVE COMPETENCIES

- Global GTM Strategy & Scaling
- AI for Sales Leadership & RevOps
- Inbound & Outbound Prospecting Strategy
- Organizational Design & Leadership
- M&A Readiness & Integration
- Multi-Million P&L Accountability

"Chad was instrumental in taking the BDM team to the next level of professionalism and performance. His ability to lead and scale the BDR function, powered by AI, had significant impact on our business — **~\$.5B high-quality PipeGen.**"

— **John Schweitzer**, former **Chief Revenue Officer, Informatica**