

# J. SCOTT STRADLEY

Chief Customer Officer | Field Engineering & PreSales Leader | AI/ML & Enterprise GTM

jsstradley@gmail.com • (331) 457-3426 • Chicago, IL

## EXECUTIVE SUMMARY

---

C-suite GTM executive with 15+ years building and scaling the technical revenue functions that CROs, investors, and boards rely on most: PreSales, Customer Success, Field Engineering, Forward Deployed Engineering (FDE) and Business Value. Career built at companies pushing the frontier in AI/ML, AIOps, and real-time data. Known for turning complex technology into C-suite business cases, building GTM motions from scratch, and delivering 2-3x organizational growth. Consistently top 1% in quota performance across 15 years. Trusted advisor to founders, CROs, and enterprise executives at Citigroup, MetLife, JPMC, Nike, United Airlines, and others.

## CORE COMPETENCIES

---

- GTM Strategy & Outcome-Based Transformation
- Customer Success & Value Realization
- AI/ML, AIOps & Real-Time Data Platforms
- Cloud: AWS, Azure, GCP • SaaS / PaaS
- Partner & Channel Strategy
- PreSales Leadership & Global Team Building
- Business Case / Value Engineering
- Executive & C-Suite Engagement
- MEDDIC / Force Management / Value Frameworks
- P&L Ownership • Forecasting • Global Enablement

## CAREER HIGHLIGHTS

---

- Top 1% quota attainment, every year
- Led \$6M → \$24M ARR growth (+300% YOY) at Evolven
- Anchored >54% of BigPanda ARR as sole Field CTO
- President's Club: 2017, 2018, 2019, 2020, 2025
- Sales Achievement Award: 2013–2016
- >\$1B in cumulative enterprise deal value influenced

## PROFESSIONAL EXPERIENCE

---

### AgentPress Labs

Mar 2026 – Present

AI-native platform using patented technology to automate business value case generation for enterprise revenue teams. Trusted by HiveMQ, Anaconda, and others; integrates with Salesforce, HubSpot, and Gong to ground value models in real-time CRM data.

### Board of Directors

- Strategic advisor | GTM, Value Engineering & PreSales methodology
- Board member advising on GTM strategy, presales methodology, and value engineering product direction; AgentPress automates the business case process Scott has built by hand across \$200M+ in enterprise deals throughout his career
- Brings direct practitioner credibility as a sitting CCO and former Field CTO. HiveMQ, Scott's current organization, is an active AgentPress customer — a deliberate choice grounded in how the product performs in a real sales motion

### HiveMQ

May 2025 – Present

Enterprise real-time data streaming and MQTT platform enabling AI-native transformation at scale across industrial IoT, automotive, financial services, and logistics.

### Chief Customer Officer (CCO)

Jan 2026 – Present

- Founding CCO | Global customer-facing organization | Reporting to CEO
- Appointed as founding CCO to bring Solution Engineering, Customer Success, and Business Value Consulting under a single executive P&L; created HiveMQ's first end-to-end customer lifecycle motion from the ground up
- Accountable for the full customer journey: discovery and solution design through adoption, value realization, and expansion revenue. Building the organizational structure, operating cadence, and success metrics that will drive long-term NRR and logo retention
- Designing and rolling out HiveMQ's value-tied GTM playbook, shifting every customer-facing motion away from feature selling and toward measurable business outcomes, with value realization milestones tied directly to expansion triggers
- Partner with CEO and CRO to connect the customer success motion to revenue expansion goals; every post-sale engagement is structured to compound commercial value and deepen executive partnership

### VP Field Engineering & Strategy

May 2025 – Jan 2026

- Global Solution Engineering & Business Value Consulting | NA and EMEA
- Global leader of Solution Engineering and Business Value Consulting; built the technical partnership model that anchored HiveMQ's go-to-market in customer results rather than product features

- Built and operationalized the SE engagement model from scratch: discovery frameworks, proof-of-value methodology, and business case standards that gave the sales organization a repeatable, results-focused motion
- Connected Field Engineering output directly to revenue metrics; established shared success criteria between SE and Sales leadership so every technical engagement had a commercial owner and a measurable target

## GTM Advisory & Business Value Consulting

2024 – May 2025

*Independent advisory practice serving early-stage enterprise software companies building AIOps, observability, and real-time data GTM motions. Selective engagements with two portfolio companies ahead of full-time executive appointment at HiveMQ.*

### Senior GTM Advisor — AIOps & Business Value

**Grokstream** — *AIOps platform reducing engineering noise and accelerating incident response*

- Drove net-new AIOps pipeline exceeding \$5M across all verticals; managed full enterprise sales cycles from prospecting through contract negotiation, RFPs, and security review
- Built Azure Marketplace co-sell motion and structured consulting partner relationships to accelerate deal velocity and expand addressable market

**HiveMQ** — *Business Value Consulting engagement ahead of full-time hire as VP Field Engineering & Strategy*

- Engaged to establish HiveMQ's Business Value Consulting practice; built the customer engagement framework that mapped platform capabilities to specific business outcomes across IoT, logistics, automotive, and financial services verticals
- Advisory work directly informed the Field Engineering strategy and presales motion subsequently built and scaled full-time as VP

## Evolgen Software

2021 – 2024

*Configuration Risk Intelligence platform for hybrid and multi-cloud environments, reducing risk to stability, compliance, and security.*

### VP Global Solutions — PreSales & Customer Success

- *Global team of 13 across NA, EMEA & APAC | Budget: ~\$2.5M | Reported to CEO*
- Recruited to build and lead Evolgen's global PreSales and Customer Success organization from an early-stage foundation; scaled team and motion through \$6M, \$16M, and \$24M ARR across three consecutive years
- Primary driver of the largest YOY revenue growth in company history: >300% over 3 years, achieved by overhauling the presales process and shifting the sales motion to consultative, value-first engagement
- Exceeded personal KPI targets by >250% across revenue, pipeline contribution, and management OKRs
- Built a team of 13 globally from near-zero headcount: 5 PreSales Engineers and 8 Customer Success Managers across NA, EMEA, and APAC; hired, onboarded, and developed the full organization
- Reduced Demo-to-POC conversion time by 50% and POC duration by 75% by redesigning the qualification and proof-of-value process; directly accelerated the sales cycle and improved win rates
- Constructed and delivered all C-suite business cases across the portfolio, securing strategic deals by connecting Evolgen's technical capabilities to measurable risk reduction and compliance outcomes

## BigPanda Inc.

2017 – 2021

*Event Correlation and Automation platform built for domain-agnostic AIOps, reducing noise and accelerating IT incident resolution.*

### Field CTO

- *Cross-functional executive liaison across GTM, Product Management, Engineering, and Marketing*
- Served as BigPanda's primary executive revenue driver, personally influencing >54% of company ARR through C-suite engagements, analyst briefings, and direct deal leadership; grew the business from \$200K to ~\$30M ARR
- Operated as the connective tissue across GTM, Product Management, Engineering, and Marketing: converted field intelligence into organizational priorities and kept all four functions working from the same technical and commercial story
- GTM: Designed and codified the Command of the Message framework, technical sales methodology, and proof-of-value motion from scratch; became the operating standard across all Sales and SE functions company-wide
- Product & Engineering: Synthesized enterprise customer needs, competitive intelligence, and industry trends into structured product input for R&D; directly shaped roadmap priorities by grounding investment decisions in field reality
- Marketing: Served as the primary external technical voice, partnering on analyst relations (Gartner, Forrester), executive CIO/CTO briefings, demand-generation campaigns, and thought leadership content that positioned BigPanda as the AIOps category leader

- Primary global escalation point for all strategic accounts; evaluated and influenced all technical sales hires to hold consistent capability standards across the field organization

## **Informatica Corporation**

2013 – 2017

*Global leader in data integration and management, empowering enterprises to govern, integrate, and unlock value from critical data assets.*

### **Senior Account Executive — Financial Services & Insurance**

- *Individual contributor with direct quota | Financial Services, Insurance, Central & Canadian regions*
- Carried and consistently attained \$8M+ in annual services quota while contributing to \$300M+ in annual enterprise license bookings across Financial Services, Insurance, Central, and Canadian regions
- Flagship expansion, MetLife: Grew total Informatica spend from under \$1M to over \$15M ARR through a multi-year land-and-expand strategy; mapped the platform across multiple independent business units and ultimately sold to the CTO, securing organization-wide adoption
- Served as a trusted C-suite advisor to enterprise accounts working through complex data governance, integration architecture, and cloud migration decisions; won consistently on business value, not feature comparison
- Built deep, multi-threaded relationships across technology, operations, compliance, and finance at every major account; the executive access and organizational breadth developed at each client was what made large, multi-year expansions possible

### **NOTABLE ENTERPRISE CLIENTS (PARTIAL)**

---

Citigroup (\$12M) • MetLife (>\$15M) • JPMorgan Chase (\$3M) • Abbott (\$3M) • State Farm (\$3M) • Intuit (\$3M) • United Airlines (\$3M) • Nike (\$2.5M) • Santander (\$2M) • Voya Financial (\$2M) • Ulta Beauty (\$2.1M) • Microsoft (\$2M)

### **EDUCATION**

---

#### **University of Michigan — Ann Arbor**

*Ann Arbor, MI*

Bachelor of Science, Computer Science • Bachelor of Arts, Psychology