

Lane Cruz

Director, AI Data and Analytics GTM

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STRENGTHS

- 🗣️ **Executive storytelling**
Turned complex AI and analytics value into clear customer stories, helping senior buyers connect technology with business outcomes.
- ♥️ **Growth case building**
Built financial and return on investment cases for strategic initiatives, giving leaders a practical basis for investment decisions.
- 👥 **Matrix leadership**
Aligned Sales, Product, Finance, Marketing, and Strategy teams around shared priorities when ownership crossed organizational boundaries.
- 🔗 **Customer connection**
Used executive conversations to surface buying priorities and shape credible analytics solutions, often becoming a trusted strategic resource.
- 🚀 **Field execution**
Translated global go to market plans into sales motions and enablement practices that teams could apply in active pursuits.

SKILLS

GTM strategy Enterprise sales
Data analytics Generative AI
Agentic AI Business development
C suite engagement Forecasting
Financial metrics ROI assessment
Market analysis Team leadership
Presentation skills
Problem solving
Time management

SUMMARY

Global enterprise software leader with 18 years across **data and analytics**, cloud platforms, artificial intelligence, specialist **sales**, business development, and revenue strategy. Leads annual go to market planning, portfolio positioning, forecasting, return on investment frameworks, executive customer engagement, and field enablement across complex matrixed organizations. Connects technical product value with customer priorities, financial outcomes, market insight, and disciplined sales execution. Builds growth cases with Sales, Marketing, Finance, Strategy, Product, **Solution Specialists**, and Industry teams. Brings credible experience with **generative AI**, agentic AI, AWS, Microsoft Azure, Google Cloud, and Oracle Cloud. Trusted in C suite conversations, global team leadership, partner events, and large customer presentations, with a practical focus on quota achievement and durable growth.

EXPERIENCE

Vice President, Data and AI Go to Market

HelioMatrix Software 📅 January 2022 - Present 📍 Seattle, WA

Own global data and AI go to market strategy, annual planning, growth cases, executive engagement, hyperscaler partnerships, and field execution. Lead matrixed collaboration across Sales, Marketing, Finance, Strategy, Product, Solution Specialists, and Industry teams. Translate generative AI and **agentic AI** value into customer outcomes and scalable revenue motions.

- Built annual data and AI planning with **Finance** and Sales, improving executive decision quality.
- Created return on investment cases for generative AI, guiding large enterprise buying conversations.
- Aligned Product, **Marketing**, Strategy, and **Industry teams** around repeatable global revenue motions.
- Presented AI and analytics value at customer forums, partner events, and executive briefings.
- Developed hyperscaler motions across AWS, Azure, **Google Cloud**, and **Oracle Cloud** partnerships.
- Coached matrixed specialists on customer priorities, financial outcomes, and disciplined sales execution.

Senior Director, Global Analytics Sales

VectorPeak Analytics 📅 March 2018 - December 2021 📍 San Francisco, CA

Directed global analytics specialist sales, forecasting, quota leadership, market insight, and executive customer relationships. Shaped sales programs across enterprise accounts and **matrixed teams**, connecting analytics capabilities with buying preferences, measurable business value, and senior stakeholder priorities.

- Led global analytics specialists through enterprise pursuits, strengthening quota focus and executive alignment.
- Improved **forecasting** rhythms with market signals, pipeline reviews, and disciplined **sales** inspection.
- Built C suite relationships by connecting analytics investments with measurable business outcomes.
- Used **customer buying preferences** to refine market positioning and specialist engagement plans.
- Presented analytics strategy at **customer and partner events** for senior technology audiences.
- Mentored sales leaders through complex negotiations, account planning, and cross functional decisions.

Director, Enterprise Business Development

Nimbus Data Systems 📅 July 2014 - February 2018 📍 Austin, TX

LANGUAGES

English	Native
Spanish	Intermediate

MY CAREER



- Vice President, Data and AI Go to Market at HelioMatrix Software (4.7 Years)
- Senior Director, Global Analytics Sales at VectorPeak Analytics (3.8 Years)
- Director, Enterprise Business Development at Nimbus Data Systems (3.6 Years)
- Regional Sales Director, Enterprise Software at SummitWorks Enterprise Software (6 Years)

Led enterprise business development for cloud analytics, partner motions, investment cases, and strategic pursuits. Worked across sales, product, finance, marketing, and alliance teams to connect market opportunities with practical growth plans and compelling customer value.

- Developed cloud analytics business cases linking market demand, investment needs, and customer value.
- Built partner motions with cloud providers, creating stronger routes into enterprise accounts.
- Coordinated strategic pursuits across **Product**, Sales, Finance, and **Marketing** stakeholders.
- Used market analysis to prioritize opportunities and focus resources on attractive segments.
- Presented investment cases to **senior leaders**, supporting clear decisions under market uncertainty.
- Guided enterprise negotiations with business outcomes, financial logic, and customer priorities in view.

Regional Sales Director, Enterprise Software

SummitWorks Enterprise Software 📅 June 2008 - June 2014 📍 Denver, CO

Led regional enterprise software sales, account planning, forecasting, negotiation, mentoring, and quota execution. Managed complex customer relationships and developed sales talent through structured pursuit planning, executive communication, and consistent attention to commercial outcomes.

- Directed enterprise software pursuits from account planning through negotiation and close.
- Improved forecast discipline through regular opportunity reviews and clear qualification standards.
- Built executive relationships by framing software value around operational and financial priorities.
- Mentored sales professionals through complex deals, customer presentations, and stakeholder planning.
- Coordinated account teams around quota priorities, customer needs, and practical next steps.
- Presented solution value to senior buyers, strengthening confidence during lengthy purchase cycles.

PROJECTS

Global Generative AI Growth Framework 📅 2025

Created a market facing framework connecting generative AI and agentic AI use cases with customer buying priorities, return on investment logic, cloud partner motions, and executive sales enablement.

Enterprise Analytics Cloud Expansion 📅 2021

Built a cross functional expansion plan for cloud analytics, combining market analysis, partner strategy, financial cases, and specialist sales execution across large enterprise accounts.

LEADERSHIP & AWARDS

- Executive Mentor, Enterprise Sales Leadership Forum, 2024 - Present
- Speaker, Data and AI Customer Leadership Roundtable, 2025 - 2026
- Global GTM Leadership Recognition for Cross Functional Growth Programs, 2023

EDUCATION

Bachelor of Science in Business Administration

University of Colorado Denver 🎓 GPA: 0 📅 2008 📍 Denver, CO

Coursework: Financial metrics, marketing strategy, organizational leadership, business analytics

CERTIFICATIONS

- AWS Certified Cloud Practitioner 📅 2026
- Microsoft Certified: Azure AI Fundamentals 📅 2025

TECHNICAL SKILLS

- **Cloud Platforms:** AWS, Microsoft Azure, Google Cloud
- **Enterprise Software:** Oracle Cloud, enterprise applications, software licensing

- **Data and Analytics:** Data platforms, analytics solutions, business intelligence
- **Artificial Intelligence:** Generative AI, agentic AI, machine learning
- **Go to Market Planning:** Annual planning, portfolio positioning, sales motions
- **Financial Analysis:** ROI assessment, financial metrics, investment cases
- **Sales Operations:** Forecasting, pipeline reviews, quota management
- **Market Strategy:** Market analysis, buying preferences, market dynamics
- **Executive Engagement:** C suite relationships, executive briefings, customer events
- **Partner Development:** Hyperscaler motions, alliance strategy, partner events

PROFESSIONAL AFFILIATIONS

- Enterprise Sales Leadership Forum, Executive Mentor, 2024 - Present
- Data and AI Customer Leadership Roundtable, Speaker, 2025 - 2026

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST