

# JOHN BOLLINGER

Dallas, TX

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## Enterprise Sales and Go-To-Market Executive

Driving enterprise-scale revenue growth by building, designing, and executing go-to-market strategies across direct sales organizations and partner channels.

**Revenue and go-to-market executive with extensive experience owning enterprise revenue strategy, organizational scale, and commercial performance across complex B2B environments. Brings a proven track record of building and leading large direct and indirect sales organizations, accelerating enterprise and mid-market growth, and shaping go-to-market strategy at both high-growth startups and global operators. Known for setting commercial direction, installing execution discipline, and developing leadership and talent benches that deliver sustained revenue expansion, predictable forecasting, and durable partner ecosystems.**

### AREAS OF EXPERTISE

- Enterprise GTM Strategy
- Sales Organization Building
- Organizational Turnarounds
- Revenue Acceleration Growth
- Enterprise Revenue Leadership
- Partner and Channel Sales Ecosystems
- Executive Development & Succession
- Sales Marketing and GTM Leadership
- Strategic Partnerships and Alliances
- Sales Models and Forecasting

### SELECTED CAREER HIGHLIGHTS

- ✓ **Successfully built and led large-scale enterprise and mid-market sales organizations** of up to 220 professionals, generating \$115M in annual B2B revenue while delivering integrated telecom, SaaS, and technology solutions across a market opportunity of more than 1M prospective accounts.
- ✓ **Scaled a newly launched SaaS platform from \$2M to \$20M** in contract value within a single year by designing and executing enterprise go-to-market strategies.
- ✓ **Drove 114% YoY revenue growth** by scaling the sales organization, upgrading leadership capability, and installing a disciplined operating cadence.
- ✓ **Achieved sustained revenue growth, stronger engagement, and repeatable performance at scale** by leading, scaling, and transforming large, commercial organizations across national and regional markets by upgrading leadership capability, expanding management depth, and installing disciplined sales operating models,

### PROFESSIONAL EXPERIENCE

**LAKEWOOD VENTURES PARTNERS** | DALLAS, TX

2025 – Present

#### Principal, Revenue & Go-to-Market Strategy

Advise technology and telecom companies on enterprise sales leadership, go-to-market execution, and partner ecosystem development. Partner with executive teams on revenue strategy, commercial organizational design, channel expansion, and scalable growth initiatives.

- MemoriaCall: Strategic Advisor (AI-driven communications platform enabling automated voice and messaging).
- Tronic: Go-to-Market & Sales Strategy Advisor (Web3-enabled SaaS platform).
- WorldLink: Go-to-Market & Indirect Partner Strategy Advisor (global technology and AI services firm delivering digital transformation and engineering solutions).

**TRONIC.APP** | DALLAS, TX

2024 – 2025

#### Senior Vice President, Sales

Owned sales, marketing, customer success, and revenue operations for a high-growth SaaS startup, with accountability for team buildout, go-to-market execution, and revenue acceleration. Established the commercial foundation required to scale a newly launched platform in a competitive enterprise market.

- Launched first enterprise go-to-market strategy, increasing total contract value from \$2M to \$20M within one year.
- Recruited and onboarded eight senior sellers within a 32-person organization, establishing performance expectations and execution cadence early in the company lifecycle.
- Expanded partnerships to accelerate customer acquisition contributing to 900% year-over-year revenue growth.

## PROFESSIONAL EXPERIENCE - Continued

**FIBERWAVE** | DALLAS, TX

2022 – 2024

### Senior Vice President, Sales

Held full responsibility for sales execution, revenue operations, and commercial strategy during a rapid growth phase. Partnered closely with the CEO and COO to shape market expansion, product direction, and partner strategy across mid-market and enterprise segments.

- Scaled annualized revenue from \$7M to \$15M within 12 months, delivering 114% year-over-year growth by expanding the sales team from 8 to 18 professionals.
- Installed enterprise CRM, forecasting discipline, and standardized sales processes, building a repeatable enterprise sales engine that improved pipeline visibility and execution predictability.
- Established partner ecosystems with telecom and technology providers, including AT&T, Verizon, Lumen, Palo Alto Networks, Zoom, RingCentral, and Equinix, to diversify and accelerate revenue channels.

**AT&T** | DALLAS, TX

2000 – 2022

### Vice President, Enterprise – Indirect Sales Strategy & Marketing (2021 – 2022)

Returned to AT&T headquarters to lead marketing strategy and partner enablement for the \$7.3B indirect channel business. Oversaw national programs spanning alliances, wholesale, partner exchange, and enterprise solutions, supported by a dedicated marketing and sales operations organization.

- Owned national partner marketing strategy and managed a \$6M budget supporting partner enablement, new product launches, and field execution across a \$7.3B indirect channel business.
- Increased indirect channel revenue by 3.2% on a \$7.3B base while expanding white-label partner coverage by 10%.
- Directed 64 marketers/sales operations leaders supporting 1,200 sales professionals across multiple partner models.

### Vice President, Mid-Market & Enterprise Business Sales – West Region (2017 – 2021)

Assumed leadership of a large, underperforming region with accountability for revenue growth, talent development, forecasting discipline, and customer retention across mid-market and enterprise accounts.

- Transformed one of the lowest-performing regions into a top-tier market, delivering 8% YOY revenue increase.
- Oversaw a 220-person team and influenced more than 20 channel partners while managing \$115M in annual revenue.
- Personally hired more than 65 sales professionals and advanced 34 into leadership roles, strengthening bench depth and engagement scores.

### Assistant Vice President, SMB & Mid-Market – Direct & Indirect Sales Strategy & Channel Marketing (2013 – 2016)

Directed go-to-market and marketing strategy for a \$10B SMB and mid-market segment, supporting national sales programs, indirect partners, and retail-based B2B initiatives.

- Supported 2,200 sales professionals, 400 indirect partners, and 20M customers through coordinated national marketing and enablement programs.
- Sustained revenue performance exceeding targets by 3% across wireline, mobility, and security portfolios.

### Director, Mid-Market Business Sales – Central Region (2011 – 2013)

Selected to lead a major commercial transformation during AT&T's transition from a regional to national operating structure. Relocated to Dallas to design and execute a scalable sales model across 26 U.S. markets, with responsibility for revenue growth, organizational performance, and leadership alignment across a broad footprint.

- Directed a multi-market sales organization of more than 110 professionals spanning account management, acquisition, and technical sales roles.
- Generated \$35M in revenue while standardizing sales execution and reinforcing performance.
- Achieved #2 ranking out of 26 markets in 2012 at 21% over goal and #3 ranking in 2011 at 16% over goal.
- Increased leadership depth by identifying, mentoring, and advancing top performers into leadership responsibilities.

## EDUCATION

**Bachelor of Science, Business Administration and Marketing**, California Polytechnic University, Pomona, CA

**Leading with Distinction**, AT&T Executive Leadership Program (completed annually for 7 consecutive years)