

Travis Giffin

Technical Pre-Sales, Solutions Consultant, Technical Chief of Staff, Executive Advisor

206-384-5532

<https://travisgiffin.com>

travisgiffin1122@gmail.com

www.linkedin.com/in/travisgiffin

SUMMARY

Strategic Business Leader with a track record of success in the marketing, data, and analytics technology industry. Expert in creating and executing marketing, sales, and customer success delivery motions that drive revenue, improve ARR, NRR, and enhance client relationships. Proficient in technical pre-sales and solutions consulting, solution architecture, project management, product management, advanced data integration, analytics, data warehouses, and AI/ML platform solutions.

EXPERIENCE

Business and Technology Advisor (Contracts)

Travis Giffin Co. (<https://travisgiffin.com>)

8/2023 - Present

- Developed and executed a go-to-market (GTM) strategy for an SMB-focused CDP product at Cinch.io, incorporating Ideal Customer Profile (ICP) targeting, sales performance reviews, and battlecards. Contributed to achieving a \$7M revenue goal in 2024.
- Served as the lead technical advisor for an Adobe AEP/AEM App Builder prototype initiative for a major hotel industry client through Harpin.ai and its subsidiary Ponchos, driving project expansion and securing over \$250k in new contract value.
- Managed technical pre-sales, partnerships, and Chief of Staff responsibilities for the CEO of ReactorData.com, an ETL/ELT/CDC solution provider, acquiring 3 new clients and generating \$750K in total contract value in 2024.
- Crafted both a marketing and technical data product strategy for the CEO of FoodMesh.ca, a food recovery and sustainability company, to advance their mission and business growth.

Principal Customer Success Architect (Seattle)

Tealium (<https://Tealium.com>)

06/2021 - 07/2023

- Co-led a global team of 10 CSA/Digital Strategists, enhancing cross-functional collaboration.
- Identified and mitigated \$70M of NRR at risk for over 300 Adobe clients.
- Spearheaded the initiative to join the Adobe Silver Partnership to prevent reducing monthly NRR churn of legacy Adobe contracts.
- Assisted the APAC sales team in securing three major CDP financial services clients from Adobe, valued at over \$2M in ACV.
- Established new OKR reporting processes, demonstrating \$100M in client outcome transparency over two years for NRR churn prevention.
- Reduced client churn for 50 AI/ML Predict ML product licenses, preserving \$2M in revenue.
- Led the creation of a new AI/ML product roadmap in collaboration with the Product Management team.

Freelance CDP/Personalization Projects & Eldercare (Seattle)

Freelance

6/2020 - 6/2021

- Delivered technical sales support for a 300 AI/ML model personalization platform, driving \$5M in new sales during COVID.
- Contributed to the M&A transition team for the new CDP vendor entity. Manthan+RichRelevance into Algonomy.com
- Partnered with Sales to present new CDP platform to over 30 new prospects.

SKILLS

Leadership and Strategy

- Team Leadership
- Marketing, Martech, & Data Management Strategy
- Strategic Business Planning
- Executive Communication
- 1:1 Coaching & Mentoring

Sales and Customer Success

- Pre-Sales GTM Strategy
- Strategic Partnerships
- Account Management
- Value Selling Processes
- Marketing & Sales Use Cases
- Customer Success

Technical

- CDP & CRM Platforms
- Adobe Experience Solutions
- ETL/ELT Platforms
- Data warehouses (Snowflake, Databricks, Big Query, et al..)
- Security and Compliance
- Product Management
- API Integration (REST, GraphQL, RPC)
- Reference Architectures
- Data & Analytics Playbooks
- Personalization Playbooks

MILITARY

US NAVY

Electronic Warfare Engineer
1986-1992

STARTUP PROJECT

KlearChoice Donation Platform

2011-2013

<https://github.com/tgiffin>

EDUCATION

University of Washington

1993 - 1996

Bachelor of Arts

Massachusetts Institute of Technology

Sloan School Executive Education

APR 2014

- Provided part-time eldercare for a parent while serving as Pre-Sales Consultant for a CDP/Personalization vendor.
- Coordinated medical assistance and grocery delivery during COVID for an elderly parent, managing 20-30 hours per month of project care.

Vice President Adobe Partnership (Maryland/NYC)

Blend (<https://Blend360.com>)

04/2019 - 06/2020

- Led and managed a new Adobe partnership team with five direct reports, securing \$250K in revenue in the first year with a major client, Goldman Sachs.
- Coached the team on extensive use of Adobe Experience Cloud products, enhancing overall team performance.
- Directed a junior consulting team for an Adobe Target and Analytics project, implementing agile processes for testing hundreds of treatments and experiments.
- Contributed to CDP sales pitches alongside executive partners, enhancing client acquisition strategies.
- Led various third-party partnership meetings, strengthening the new Adobe practice through strategic alliances.

Principal PreSales Solutions Consultant (Seattle)

Adobe (<https://Adobe.com>)

04/2012 - 03/2018

- Mentored over five Solutions Consultants/Architects in Analytics, Target, Launch, Audience Manager, Campaign, AEM, and Marketo.
- Secured \$30M in telecom industry contracts with AT&T and T-Mobile, leading to \$150M in extended ARR over four years.
- Contributed to over \$1 billion in ARR, supporting high-caliber enterprise sales teams over 10 years, including Omniture revenue.
- Achieved a \$400M quota in 2015 with the Sales and Service Engagement team, earning a promotion to Principal Consultant.

Various Roles: Pre Sales and Sr Director of Account Management

- **SAS Institute** - 01/2011 - 04/2012
- **iProspect** - 09/2009 - 01/2011
- **Accenture** - 01/2009 - 09/2009
- **Adobe (Omniture)** (Employee 80) - 03/2004 - 08/2008