

# Joseph Peck

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## SUMMARY

Sales executive with 20+ years building and scaling B2B revenue organizations from zero to \$415M+. AI company co-founder (acquired) and current AI agent developer and GTM consultant. Proven track record of enterprise consultative solution sales, multi-segment go-to-market strategy, and large-scale team leadership across SaaS, cloud, and AI/ML platforms. Repeated builder in fast-paced, matrixed environments requiring cross-functional alignment to drive market expansion.

Enterprise Sales Leadership | AI/ML Platform Sales | Go-to-Market Strategy | Consultative Solution Selling | Cross-Functional Leadership | Matrixed Organization Management | Revenue Operations | Team Development | MEDDPICC/MEDDIC/SPICED

## EXPERIENCE

[joepeck.ai](http://joepeck.ai), Chicago, IL

Dec 2025-Present

### AI GTM Consultant

- Advise Series A–C B2B SaaS companies on revenue strategy, sales team structure, and go-to-market execution as a fractional sales leader
- Design and build custom AI agent systems that automate prospecting research, lead qualification, and pipeline intelligence, reducing manual sales ops effort by hours per rep per week
- Architect multi-agent workflows integrating LLMs, CRM data, and real-time signal monitoring to surface actionable sales intelligence to frontline teams
- Implement sales methodology frameworks, pipeline generation models, and accountability structures for early-stage companies transitioning from founder-led sales to scalable sales organizations
- Apply hands-on experience across the modern AI stack including prompt engineering, API orchestration, and workflow automation to bridge the gap between AI product capabilities and real-world sales execution

[Prokeep](http://Prokeep.com), New Orleans, Louisiana

Nov 2024 - Dec 2025

### Sr. Director of Sales

- Created and managed all go-to-market strategies for new business generation across all business segments
- Managed all new business creation, accounting for 30% of the company's 2025 revenue generation
- Identified and led industry penetration strategies into 3 new verticals including adapting all messaging and marketing content
- Generated activity expectations, implemented Winning by Design SPICED framework, and built accountability tracking into CRM to ensure 4x pipeline generation

[CloudKitchens](http://CloudKitchens.com), Chicago, Illinois

Nov 2022 - Dec 2023

### Head of Sales - Central United States

- Recruited and led 4 regional teams across the Central US spanning 15 markets and over \$20MM Revenue selling technology and infrastructure solutions for the physical economy to local restaurants and operators in the food service industry
- Opened 5 new facilities and created go-to-market strategy to penetrate 14 markets
- Grew territory by greater than 50% during tenure, adding over \$2M in Net New ARR monthly
- Implemented outbound prospecting structure resulting in 300% increase in outbound demos

[DocuSign](http://DocuSign.com), Chicago, Illinois

Sept 2018 – Oct 2022

### Area Vice President of Sales 2021-2022

- Grew an underpenetrated market within DocuSign's expansion-focused business from \$0 to \$8MM
- Created a go-to-market strategy to expand DocuSign's footprint into specific industry verticals by identifying opportunities to sell value of DocuSign's entire suite of services/product offerings, resulting in thousands of customers sold and \$8MM in net new revenue created
- Hired, on-boarded, and directly led a team of over 70 AEs and 6 Regional Vice Presidents, collaborating with Talent Acquisition, Human Resources, and Enablement partner teams to identify ideal candidate profiles and create an improved onboarding and training curriculum
- Created industry-specific sales strategies to leverage DocuSign's suite of products into segmented teams selling Financial Services, Healthcare, Legal, & Construction industries
- Increased multi-product sales from 8% to 41% by training teams on industry-specific strategies to sell multiple solutions

### Regional Vice President of Sales 2018-2021

- Hired and onboarded one of DocuSign's first sales teams focused on new business acquisition of companies in the Majors segment with multi-billion dollars in ARR
- Generated over \$14MM in new revenue by employing Challenger and Consultative selling strategies
- Established and led sales strategy to close dozens of DocuSign's largest new customer deals, ranging between \$200K and \$400K annual contract values

**SpringCM (a DocuSign Company), Chicago, Illinois**  
*(SpringCM was acquired by DocuSign in September of 2018)*

Feb 2018 – Oct 2022

**Vice President of Business Development**

- Identified, engaged, negotiated, and managed new strategic revenue streams via all reseller, platform, marketplace, and integration partners, generating over \$1.5MM in new revenue in 1st 6 months
- Participated as an executive sponsor in selling, negotiating, and closing dozens of SpringCM's largest opportunities and customers worth over \$10MM in annual revenue

**GTM Strategy Consultant, Chicago, Illinois**

Jan - Dec 2017

- Advised technology startups on revenue strategy, structuring sales teams, and how to go-to-market with SaaS and technology based products, as well as service offerings
- Structured go-to-market strategies, business development structures, and sales growth plans for early stage venture backed companies

**Rise Interactive, Chicago, Illinois**

Oct 2015 – Dec 2016

*(SimpleRelevance was acquired by Rise Interactive in November, 2015)*

**Director of Digital Strategy**

- Integrated sales strategy of SimpleRelevance machine learning platform into Rise's practice and existing clients
- Doubled revenue of target clients to \$2MM by onboarding SimpleRelevance clients into Rise sales organization and identifying opportunities to add Rise services

**SimpleRelevance, Chicago, Illinois**

Jan 2013 – Dec 2017

*(SimpleRelevance was acquired by Rise Interactive in November, 2015)*

**Vice President & Co-Founder**

- Co-founded and scaled an AI/ML startup delivering machine learning and predictive analytics solutions to Fortune 500 companies across Financial Services, Insurance, Publishing, and Retail
- Designed and executed all revenue strategy including GTM positioning for the company's machine learning platform, software implementation, and service licensing agreements
- Led the company through acquisition by Rise Interactive, managing all business development, partnership, and channel strategy through the transition

**Lightbank, Chicago, Illinois**

Sept -Dec 2012

**Consultant**

- Created go-to-market strategy for early stage start ups including pricing, market penetration, target customer identification, sales process, hiring sales team, & all sales operations

**Groupon, Chicago, Illinois**

Aug 2010 –Sept 2012

**Regional Vice President**

- Grew from 0 to over \$415M revenue & over 400 headcount managing 1/3 of North American sales force
- Designed & implemented outside sales management structure & hired 2 Regional Sales Managers in Atlanta & Washington DC, opening a Washington DC remote office
- Implemented & managed \$1.2M marketing partnership with Verizon Center in DC
- Hired Directors & AEs to start Consumer Goods division – \$8M monthly run rate as of my departure

**CareerBuilder, Chicago, Illinois**

Apr 2004 – Aug 2010

**Sales Director – Finance/Professional Services Business 2009 – 2010**

- Created market penetration strategies for finance/professional services companies
- Grew revenue to \$11M in 2009

**Sales Director – Small Businesses 2006 – 2008**

- Developed go to market strategy to penetrate all US businesses under 30 employees
- Grew headcount from 0 to 240 in & increased revenue from \$0 to \$20MM

**Sales Manager – Multimedia Sales Group 2005 – 2006**

- Grew team from 4 to 8 headcount and produced \$2.7M incremental revenue growth in 2005
- Led 2 leaders & 8 reps in 2006, producing \$2M in incremental revenue growth

**Sales Representative – Multimedia Sales Group 2004 - 2005**

**EDUCATION**

BA, Political Science, Case Western Reserve University, Cleveland, OH, 2001 - Cum Laude