



# SHANNON TERRILL

The Go-To-Market Pro:  
**operationalizing excellence**  
to grow your **startup** from

**SEED** to **SCALED**

(314) 954-7179

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B2B SaaS Go-To-Market (GTM) & Operations executive **scaling** business functions, **transforming** critical processes, and **operationalizing** strategy

## Recent Success Stories

**GREW**  
**ARR**  
**\$5M > \$75M**

*Achieved*  
**INCREASED ON-TIME RENEWALS BY 100%**  
**80%** YOY GROWTH IN NEW CUSTOMER ACQUISITION

**INTEGRATED**  
**5**  
**ACQUIRED COMPANIES**  
**<24** in **MONTHS**

## institutionalized globalization



Established **1st** offshore Center of Excellence

Sales Enablement & GTM assets in **6** languages

Led teams located in **7** countries

Supported customers in **50+** countries

Developed & operationalized pricing models in **8** currencies

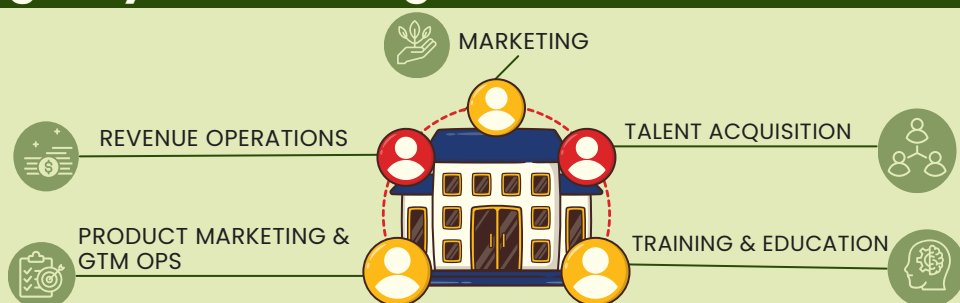
Initiated translation of software in **6** languages

## scaling & systematizing

Grew 5 business functions from 0 (zero) to fully operational departments.

As a 5x first-in-seat leader, I spearheaded:

- Current State Assessment
- Design & Deploy Processes
- Building Tech & Team
- Recruit experienced leader to handoff



## Accolades



Notre Dame Club St. Louis -  
Peron of the Year



Momentum Technologies  
Let's Go Award



Thought Industries'  
Overall Excellence 2021

GET IN TOUCH WHEN YOU ARE READY TO **SCALE**

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## IDEAL IMPACT OPPORTUNITY

### Ideal Company Profile

- **Type:**
  - Business to Business (B2B) SaaS Software
  - Private Equity Firm
  - Professional Services
- **Solutions:**
  - Enterprise
  - SMB
  - Point Solutions
  - ERP Package
- **Ownership:** Privately Held, Private Equity Backed, VC Funded
- **Employees:** 10- 50
- **Stage:** Seed - Series B
- **Size:** \$5M - \$20M ARR
- **Product:** MVP Launched
- **Customers:** 5-10 evangelist

### Ideal Roles

- **Titles:**
  - Chief Operating Officer (COO)
  - Chief of Staff (CoS)
  - 2nd in Command to CEO (2iC)
  - VP - Revenue Operations
  - VP - Operations
  - VP - Go-To-Market (GTM)
  - VP - Operations & Strategy
- **Profile:**
  - Strategy advisor, coordinator, & operational execution
  - GTM Strategy
  - Cross-functional alignment
- **Span of Influence:** High
- **Span of Control:** Low
- **Possible Department Oversight:** Operations, People (HR), Finance, Administration



*Shannon is the brightest and most energetic software executive I've had the pleasure of working with in my career. She brings to the table a wealth of operational knowledge in all aspects of the SaaS lifecycle.*



~~Dale Overton, Heartland Dental, 17 year co-worker



### What makes me smile?



Married to Ben; we have a 3 year old son, Finn



Dual Citizenship (USA and Ireland)



StL Ovarian Cancer Awareness Volunteer



STEM Education for Girls



Notre Dame Club St. Louis  
Former President



Established Mary F. & Robert M. Heaney Scholarship at St. Louis University

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