TROY WHITNEY

Senior Leader, Technical Sales & Go-to-Market Strategy

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SUMMARY

I am a Senior Technical Leader with deep expertise in technical sales, engineering, and business development. My experience spans SaaS solutions in information technology, physical operations, and renewable energy. I've been a consistent and top 1% performer driving product direction and increased revenue from growth start-ups to large enterprises.

I believe in driving impactful outcomes with cutting-edge technology, practical innovation, and trusted personal relationships with clients in emerging industries.

LEADERSHIP EXPERIENCE

Cisco Systems, AI Defense Incubation Team

Senior AI Solutions Engineer   2025 – '26

- Drove technical win and first end-to-end sale of Cisco AI Defense to United Rentals
- Delivered rushed, high-visibility pilot at CVS for SVP DJ Sampath to secure customer endorsement from CISO Alan Rosa and his participation in upcoming Cisco AI Summit
- Personally planned and authored a set of POV process and template documents for AI Defense, now used by all AI Defense SEs and shared with Cisco Partner community

BWR Innovations and Oncore Microgrid (15 Employees, Seed Stage)

Vice President, Go-to-Market Strategy & Technical Sales   2024

- Owned the analysis of product market fit, target use cases, cost/benefit value points, go-to-market sales messaging, and SWOT analysis of technical solutions
- Collaborated with the founder and executive leadership team to launch renewable energy solutions in solar/battery/hydrogen microgrids at https://oncoremicrogrid.com
- Created presales engineering tools to right-size proposals with optimal components, enhancing sales effectiveness and documenting financial ROI to sales prospects
- Represented Oncore as a technical sales executive in high-profile sales calls, partner meetings, and public marketing events, driving brand visibility and revenue potential

Samsara (1,700 Employees, $200M Revenue)

Technical Sales, Fleet & Physical Operations   2022 - '23

- Established a new MN territory with sales pipeline of 4x quota, demonstrating skills in successful territory development, customer relationships, and account management
- Planned and executed a comprehensive outbound sales campaign, targeting key decision-makers via integrations I developed between Salesforce.com and LinkedIn
- Mentored a string of junior inside sales reps on outbound sales prospecting and lead nurturing to attract and convert qualified leads into actionable sales opportunities

Network.toCode (100 Employees, $10M Revenue)   (Growth Equity Acquisition)

Vice President, Transformation Solutions & Sales Engineering   2021 - '22

- Drove 50% of company revenue, led the Transformational business unit with direct and indirect leadership of half (50/100) the staff of network automation professionals
- Spearheaded the development of a new services portfolio with sales strategies for network automation-as-a-service, driving the largest multi-year & multi-million-dollar revenue opportunities with Fortune 500 sales prospects
- Built and led high-impact teams for Pre-Sales Solutions Engineering, Post-Sales Implementation Services, and customer-facing Training & Enablement teams
- Achieved 107% year-over-year revenue growth by while serving as Executive Sponsor for top-tier enterprise clients

Senior Director of Client Services, Transformation   2020 - '21

- Bootstrapped a team of 10 NetDevOps consultants on a critical $6M, 2-year services contract with high visibility at a Fortune 250 leader in the financial services industry

SKILLS

🏢 Strategic Planning

- Persistent focus on customer needs, solution gaps, and feature development
- Purpose-driven, outcome-based, "why are we here" decision maker
- Coach teams to find creative but simple solutions for complex problems
- Pragmatic to solve for today's challenges while building for tomorrow's needs

👥 Relationships & Culture

- Understanding customer motivations through long-term relationships & trust
- Hands-on experience hiring and scaling teams for the rapid growth of startups
- Relentless focus on culture, recruiting and developing the right people for long-term, sustainable success

⚛ Hands-on Technical Acumen

- Building solutions in physical operations that are critical to America's resurgence in industry and manufacturing
- Software as a Service (SaaS), Kubernetes, Docker, Python, Serverless
- REST APIs, Embedded Systems, Internet of Things, Streaming Data
- Cisco Certified Internetwork Expert

🖵 Clear/Concise Communication

- Tailored style for the target audience
- Coach for interactive and informative demo discussions (vs. static content)
- Close collaborator with internal teams from engineering, product, marketing to customer support – one team!

Samsara (700 – 1,700 Employees, $100M Revenue)   ($10B IPO as NYSE:IOT)

Manager, Sales Engineering – North America & Canada   2019 - '20

- Led the recruitment, training, and coaching of half the Enterprise Sales Engineering (SE) team, ensuring alignment with sales goals and technical expertise across a diverse geography
- Direct driver to 185% YoY revenue growth as the #1 Enterprise sales region, driving substantial sales performance, surpassing sales targets, and contributing to the company's accelerated growth trajectory pre-IPO
- Key contributor to Samsara's growth and success, helping scale the team from 700 to 1,700 employees in just 12 months by driving large-dollar deals and strengthening pre-IPO positioning with Enterprise account adoption
- Fostered a high-performance culture by coaching the SE team on delivering impactful product demos and leading technical discovery conversations that identified key customer needs and drove solutions-oriented sales strategies
- Collaborated closely with executive leadership on structuring professional roles, career paths, and promotion frameworks, ensuring clear growth opportunities for individual contributors and alignment with organizational goals
- Authored and deployed Python API scripts hosted on serverless AWS Lambda to address gaps in product features, enhancing product functionality and supporting sales with more complete solutions for customers – winning more deals

ThousandEyes (100 Employees, $75M Revenue)   ($1B Cisco Systems Acquisition)

Manager, Sales Engineering – North America   2017 - '18

- Recruited, trained, and managed half the company's Sales Engineering (SE) team, focusing on team development and ensuring alignment with regional and organizational sales goals
- Delivered 72% YoY revenue growth in region, consistently expanding market share and driving revenue in a highly competitive market
- Led several key initiatives, including the development of sales best practices and the creation of repeatable solution architectures, improving the SE team's ability to scale and deliver consistent, high-quality technical solutions
- Played a key role in building a best-in-class SE team by coordinating technical challenges for new hires and hosting job applicants, ensuring a rigorous selection process for top-tier talent

INDIVIDUAL CONTRIBUTOR

ThousandEyes

Senior Solutions Engineer   2016 - '17

- Surpassed 90% of annual revenue goals in just six months, leveraging strong sales strategies to quickly establish a dominant presence
- Partnered with Sales Rep to create a unified approach for building positive brand awareness and delivering high customer satisfaction
- Created custom Python API integrations to backfill missing product features and tailor solutions to surpass customer requirements

Cisco Systems

Senior & Consulting Systems Engineer   2005 - '15

- 205% sales attainment, $20M+ revenue year, multiple awards for my approach to business value and technical discovery conversations
- Top Graduate of 12-month Cisco Sales Associate Program and achieved Cisco Certified Internetwork Expert (CCIE) certification

NASA Johnson Space Center

Aircraft Avionics & Electrical Engineer   2000 - '05

- Lead Electrical Engineer on NASA's T-38N fleet of Astronaut Training Aircraft, overseeing the design, integration, and testing of critical avionics systems for astronaut training missions
- Contracting Officer Technical Representative (COTR) for a $10M federal contract, managing technical oversight, ensuring compliance, and maintaining strong coordination with contractors to deliver on project milestones
- Senior Safety Reviewer and flight crew member for experiments conducted aboard the KC-135 micro-gravity research aircraft, ensuring safe and effective execution of experiments in a challenging 2G/0G cyclical environment

EDUCATION

North Dakota State University

- Electrical/Computer Engineering, BS, GPA: 3.9
- Three-time participant, NASA Cooperative Education, Johnson Space Center
- Three-time nominee and award winner, prestigious NASA Coop Achievement Award for outstanding engineering contributions

PUBLICATIONS

Using a Robot Control Architecture to Automate Space Shuttle Operations, R. Peter Bonasso, David Kortenkamp, and Troy Whitney
Innovative Applications of Artificial Intelligence Conference, IAAI 1997

Conditioning Tool for Persons with Nervous Disorders, Jeremy Zeltinger, David Thompson, and Troy Whitney
National Science Foundation, Engineering Senior Design Projects to Aid Persons with Disabilities, 1999