



Branden Foote

GTM Consulting and Revenue Operations

Location: Denver, Colorado

Phone: 720-934-6752 **Email:** brandenfoote@gmail.com

LinkedIn: linkedin.com/in/brandenfoote



Consulting Profile

I help founders and revenue leaders set revenue plans and build the CRM, outbound, and sales processes to execute them. Most of my consulting has been with SaaS businesses, alongside work in retail, marketing services, and other technology businesses.

My work combines hands-on systems and analytics with sales leadership at Settle, BILL, Homebase, and Gusto. I build forecasting and capacity models, configure CRM workflows, and develop sales playbooks and coaching programs.



GTM Consulting

03/2021 - Present



Founder and Principal, GTM and Revenue Systems Trestle Leadership Consulting | Fractional

- Build revenue plans covering forecasting, pacing, quota setting, territory design, and headcount and capacity planning.
- Develop ICP and lead-scoring models using firmographics, technographics, engagement, and predicted contract value; apply them to account prioritization and territory coverage.
- Unify marketing and sales workflows, build outbound processes, and coordinate outreach to multiple stakeholders within target accounts.
- Implement and administer CRM, sales intelligence, and BI tools; use SQL and pipeline analysis for planning and business reviews.
- Create systems for collecting prospect feedback and feature requests, and design communications for asynchronous teams.
- Develop sales methodology, playbooks, and coaching programs, and build AI sales assistants.

Selected consulting engagements

- **AI CRM platform:** Built the GTM foundation across forecasting, pacing, quota setting, territories, lead scoring, outbound, and sales coaching.
- **Print on demand platform:** Rebuilt GTM planning and sales workflows, including account scoring, coordinated outreach, prospect feedback, asynchronous communications, and an AI sales assistant.



Industry Experience

- CPG technology
- Specialty retail
- AI compensation and planning
- AI CRM
- Social marketing agencies
- Event technology
- Local marketplace apps

Original models

- RevPack: forecasting and pacing. DealPack: deal analysis and a proxy probability of winning. HCM: sales headcount and capacity planning.



Sales and GTM Leadership

04/2024 - 08/2025
Denver



Software Sales Director Settle

- Owned forecasting, business reviews, capacity planning, and territory design alongside inbound, outbound, and enterprise sales leadership.
- Implemented and administered CRM, sales intelligence, and BI platforms; used SQL and pipeline analysis to support planning and identify revenue risk.
- Shifted inbound, outbound, and self-serve GTM toward a sales-led motion, improving onboarding and reducing free-trial churn by **double-digit percentages**.
- Introduced Speed-to-Lead response SLAs and partnered with product, implementation, and marketing on onboarding, ICP targeting, and priority verticals.
- Built specialized sales teams and introduced SPICED training, call frameworks, and objection-handling playbooks.

01/2023 - 10/2023



Senior Sales Manager BILL

- Expanded outbound into velocity sales, delivering **70%** year-over-year revenue growth in the segment.
- Designed targeted outreach using customer insights, increasing conversion rates by **23%**; coached Account Executives on deal execution.

09/2021 - 01/2023



Senior Manager, SaaS Sales Homebase

- Built GTM strategy for core SaaS and enterprise initiatives; led the team to **126%** quota attainment.
- Increased sales conversion by **12%** through rep training, sales playbooks, and individual coaching.

11/2016 - 09/2021
Denver



Senior Manager, Multiple Roles Gusto

Senior Manager, Customer Success | 2020 - 2021

- Created a sales-focused revenue center within Customer Success, **doubling revenue in six months**; developed retention, expansion, and upsell KPIs.

Sales Manager and Senior Sales Associate | 2016 - 2020

- Scaled the sales organization by **260%** through hiring, training, and performance management; recognized as the highest-producing manager in the organization.



Education

01/2011 - 01/2016



Business Administration | Bachelor of Applied Science (B.A.Sc.) University of Northern Colorado



Core Competencies



GTM Strategy and ICP	Forecasting and Planning	Territory and Capacity
CRM Implementation	SQL and BI Analysis	Outbound Workflows
Salesforce and HubSpot	Gong and ZoomInfo	Sales Navigator
AI Sales Workflows	Sales Enablement	Leadership and Coaching