

Caroline Gregory

Strategic Account Executive

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BUILDER | NEW TERRITORIES | COMMERCIAL ARCHITECT | DISRUPTIVE SHIFTS

Product is rarely the hard part. Understanding where a company is headed and where disruptive technology can change the business outcome is. I've spent 22+ years turning disruptive technologies into new enterprise business across cloud, cybersecurity, networking, enterprise software, and AI. My next career bet will be on a company building a strategic enterprise AI platform, with the potential to shape how organizations operate.

EXPERIENCE

Cloudflare

2021 – Present

Disrupting decades of traditional thinking about how enterprises connect and secure the business. Cloudflare replaces hardware, legacy infrastructure and complexity with one global platform built for speed, simplicity and operational quiet.

Major Accounts

2026 – Present

Selected for newly formed Major Accounts team covering 11 Fortune 500 accounts.

- Built new business across a territory of 82% greenfield accounts.
- Drove \$2.93M in pipeline within the first 6 months.
- Built business cases connecting AI investment to company strategy, priority business outcomes, and economic value.
- Displaced a deeply embedded AWS Development and Security footprint supporting 500 critical web properties, \$493K ACV.
- Expanded network mitigation protections across a Fortune 500 manufacturer's revenue-critical European operations, protecting SAP and VPN access, \$200K ACV.
- Developed enterprise opportunities across AI, security, network modernization, and cloud architecture by translating complex technical use cases into business priorities.

Enterprise Accounts

2021 – 2025

First dedicated seller to establish the business across 35 named accounts in a territory that was 97% net-new.

- Led the East in Zero Trust sales in 2024, driving 90% of ARR.
- Generated \$4.9M in ACV and converted 40% of named accounts into net-new customers.
- Built the territory from the ground up, establishing customers, pipeline, executive relationships, and partner ecosystem.
- Established flagship reference accounts in key markets, creating peer-to-peer credibility with prospective customers.
- Accelerated expansions; examples include ACV growth from \$78K to \$889K, and \$48K to \$497K within 18 months.
- Commercialized 6–12 major product expansions annually, identifying new buyers, use cases, competitive strategies, and repeatable sales motions.
- Selected for a new development program recognizing the top 10% of sales talent for performance and leadership potential.
- Architected a commercial operating model where no established playbook existed, connecting business processes, technology, and execution into a repeatable sales framework.
- Competed against deeply entrenched incumbents including Microsoft, AWS, F5, Cisco, and Akamai.

GuidePoint Security — Account Manager

2020 – 2021

- Closed \$342K in revenue and \$58K in gross profit in the first three months.
- Created \$1.4M in pipeline representing \$310K in gross profit.

Okta — Regional Sales Manager

2018 – 2020

- Closed \$115K in net-new ACV in the first three months.
- Established the company's first dedicated sales presence across net-new accounts with 4K–40K employees.
- Developed workforce and customer identity opportunities across security and digital e-commerce teams.

VCE — Enterprise Accounts

2014 – 2018

EMC/Cisco joint venture, now Dell Technologies. Selected to relocate from Atlanta to Nashville to rebuild an underperforming enterprise territory.

- Disrupted the infrastructure market with a newly created converged infrastructure category.
- Influenced Cisco and EMC sellers to prioritize larger solution sales over faster hardware component sales.
- Finished 2017 at 170% of goal with \$38.8M in revenue and earned Americas President's Club.
- Reached 110% of quota in 2016 with \$12M in revenue, 67% from new logos.
- Delivered \$4.8M in 2014, 98% from new logos.
- Closed \$3.2M in 2015, 97% from new logos.

Workday — Large Enterprise

2013 – 2014

- Disrupted cloud HCM against deeply entrenched on-premise enterprise applications.
- Created \$4.44M in net-new ACV pipeline within seven months, 2.5× annual quota.
- Developed new business across 40 named enterprise accounts in AL and AR with 3K–40K employees.
- Built executive sponsorship and technical support across CIO, CHRO, and Security Architecture organizations throughout complex buying cycles.

SunGard Availability Services — Account Executive

2011 – 2013

- Ranked #1 New Business Account Executive in the Southeast against a \$1.08M ACV quota.
- Collaborated with resellers and integration partners across complex enterprise opportunities.
- Selected as one of 6 national specialists to help expansion AEs drive new business into the newly built Atlanta data center while maintaining a new-business territory.

EARLIER CAREER

DiscountCall.com — Account Executive

2009 – 2011

- Ran a 100% commission territory, owning every stage from prospecting through close.
- Delivered \$320K in IP phone system revenue at a 75% average gross margin.
- Closed \$720K TCV in recurring network-services revenue.
- Designed system configurations around customer workflows, configured capabilities, and directed onsite deployment teams.
- Created a new revenue pipeline through a referral motion with telecom sales teams, converting adjacent customer needs into phone system opportunities.

NuVox — Account Executive

2007 – 2009

- Exceeded quota selling voice and network services.
- Recruited and managed a network of 32 referral partners.

Cbeyond — Sales Manager / Sales Team Lead / Sales Executive

2004 – 2007

Disruptive VoIP startup with an aggressive sales model built around relentless customer acquisition; average AE tenure: 90 days.

- Closed more than \$1M in gross revenue as Sales Executive and earned promotion within 6 months.
- Delivered \$2.5M in gross revenue as Sales Team Lead while helping new developing AEs close business.
- Promoted to Sales Manager, responsible for training new AEs during an intensive 90-day ramp.
- Delivered more than \$5.6M in gross revenue, earned Americas President's Club, and led 71% of assigned reps to quota, highest in the branch.

SKILLS

Business & Account Strategy • Business Case Modeling & ROI • AI-Powered Account Research • Building AI Workflows & Applications • Enterprise Technical Discovery • MEDDPIC

EDUCATION

University of Tennessee | Knoxville, TN | *B.S. in Business Administration, Marketing*