

CHIEF REVENUE OFFICER • DALLAS, TX

Ed Peek

I build predictable, scalable revenue engines for **B2B technology companies.**

25 years leading Sales, Customer Success, RevOps, Services, and Support, including a \$643M business at VCE and a \$500M business at Oracle, with two successful exits to Dell and Hitachi Vantara.

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PROVEN
AT SCALE

\$643M

Business built at VCE

\$500M

Oracle technology business led

100+

Person global sales orgs

3 regions

Americas, EMEA, APAC

PROVEN OPERATOR EXPERIENCE

From \$8M startups to a \$643M business, across hypergrowth, post-acquisition, and transformation stages.

COMPANY		OUTCOME	STARTING	ENDING
VCE Hypergrowth → enterprise	→	Acquired by Dell	\$21M	\$643M revenue
Waterline Data AI-native data governance	→	Acquired by Hitachi Vantara	\$8M	\$16M ARR
Unifocus AI workforce SaaS		75% ARR growth	\$12M	\$21M ARR
CoreView M365 security SaaS		65% ARR growth	\$12M	\$20M new ARR
Oracle Area Vice President		120% of quota	10 of 12 yrs on target	\$500M area led

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HOW I DRIVE GROWTH

25 years owning the full commercial engine (Sales, Customer Success, RevOps, Services, and Support), from high-growth startups to a \$643M business at VCE and a \$500M business at Oracle.



Revenue Architect

98% CAGR

VCE area (\$21M → \$643M Revenue)

- Two exits: Dell and Hitachi Vantara
- MEDDPICC rolled out at 5 companies
- Scaled VCE sales team from 6 to 75



Retention Builder

78 → 93%

Gross retention at CoreView

- NDR 90% → 105% at CoreView
- Churn cut from 80% to 22% in one year at Waterline
- Land-and-expand lifted Unifocus NDR to 103%



Board-Ready Operator

\$500M

Oracle technology area led

- Regular Board and CEO reporting on revenue and forecast integrity
- CapEx/OpEx allocation discipline
- Global orgs of 100+ across 3 regions



AI-Native GTM

2× ARR

At AI-native Waterline Data

- Built the GTM engine for AI data governance, selling to CISOs and CDOs
- \$8M → \$16M ARR, then exit to Hitachi Vantara
- Now: AI-native suite and AI RevOps stack at Unifocus



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AI OPERATOR

AI embedded across the go-to-market: in the companies I have scaled, the products I have sold, and how my teams run.



AI-NATIVE COMPANY

Doubled ARR at Waterline Data

- Built the GTM engine for AI data governance
- Sold to CISOs and CDOs in FinServ and Pharma
- \$8M → \$16M ARR, then exit to Hitachi Vantara



PRODUCT TRANSITION

AI-native suite at Unifocus

- Partnered with Product and Finance on positioning
- Refined pricing and packaging for the AI suite
- Launched a new GTM motion to sell it



REVENUE OPERATIONS

AI-centric RevOps stack

- Built an AI-driven RevOps and demand-gen stack
- Scaled inside sales efficiently across a global market
- Cleaner data for pipeline and forecasting



SALES PROCESS

AI-powered MEDDPIC

- MEDDPIC rolled out at 5 companies
- Salesforce Einstein for AI deal scoring and forecasting
- Custom-built Claude AI bots that inspect every deal against MEDDPIC
- Gaps like a missing champion or economic buyer flagged before forecast calls

WHERE I CREATE VALUE



Where I Add Value

- B2B technology companies at \$50M to \$500M+ ready for their next stage of scale
- Companies needing GTM transformation or a post-acquisition integration
- Businesses where churn or NDR is holding back growth
- Boards needing a predictable forecast



What I Do Well

- Full commercial ownership: Sales, CS, RevOps, Services, Support
- Forecasting integrity and board reporting
- Sales process (MEDDPICC), comp design, and enablement
- Pricing and packaging with Product and Finance



Team Leadership & Culture

- Built 100+ person orgs across 3 regions
- Rebuilt teams: 6→75 at VCE, 30→60 at CoreView
- Playbooks, accountability, and quota attainment
- Executive sponsor for C-suite accounts



Industries & GTM Models

- Enterprise software, SaaS, cloud infrastructure, data, and security
- AI-powered applications and AI-native transitions
- Direct, channel/SI partners, and inside sales
- FinServ, Healthcare/Pharma, Gov/Education, Hospitality



Best Fit Roles

- CRO at PE/VC-backed and public B2B technology companies (\$50M+)
- Chief Commercial Officer owning the customer-facing org
- SVP/GVP Sales at large enterprise tech companies
- Operating Partner / GTM advisor to PE firms



Ideal Environments

- Scaling companies with a board mandate to reach the next revenue milestone
- Post-acquisition integration or GTM transformation
- Data-driven executive teams that move fast
- AI-native product and GTM innovation



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