

ANDY J KNOX

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Founding Sales Leader with 18+ years closing complex technical deals across AI/ML infrastructure, SaaS, and developer tools. Built and scaled sales motions from zero — setting pipeline strategy, defining pricing, and hiring teams. Proven track record closing \$1M+ ACV engagements with CTOs, VP Engineering, at Fortune 500 and tech companies. Advanced in AI LLMs. Hunter DNA — I source, qualify, educate, evaluate, validate and close.

CORE COMPETENCIES

- **AI Sales:** Selling enterprise and complex platforms to technical buyers (CTOs, VP Eng, Founders).
- **Founding Sales Motion:** Built playbooks from scratch: POC frameworks, pricing, contract structure.
- **Enterprise Closing:** Closed \$1M+ ACV deals with multi-stakeholder; Challenger-certified methodology.
- **Technical Credibility:** Former programmer (Linux, Python, SQL, .NET); MSc IT Consultancy, speaks fluent engineering and currently working in node.js as well AI enabled API integrations + Claude Code specialist.
- **Team Building:** Hired & managed 6-person sales teams; launched 100+ rep global channel programs.

PROFESSIONAL EXPERIENCE

GTM & AI Sales Consultant | [SaaS Guide Solutions](#) | [Speedy Sheets](#) Nov 2025 – Present

- Architecting GTM strategy for an AI-integrated SaaS application (contractor timesheet/invoicing), including database design and market positioning.
- Advising SaaS organizations on AI implementation, sales & marketing playbook. and execution.
- Consulting an app-team partner on product story management (NBA ecosystem)

Sales & Marketing GTM Consultant | [Degama Trucking Software](#) Mar 2023 – Nov 2025

- Re-hired post-exit to rebuild outbound and inbound engines using ABM for strategic accounts.
- Drove SaaS sales growth leading to a second successful acquisition in Oct 2024.
- Executed SEO strategy landing top-2 organic rankings for priority keywords.

VP Sales & Channel | [Fatigue Science](#) (Workforce AI) Sep 2020 – Jan 2023

- Sold AI/ML-driven performance and predictive analytics platform to global enterprise mining clients — complex multi-stakeholder cycles with technical and C-suite buyers.
- Personally closed \$2.5M in new ARR; hired and managed 6 AEs and 1 RevOps specialist.
- Scaled revenue 50% YoY, leading the global team to record run rate.
- Built and launched international channel program, training 100+ partners globally.

Director of Sales & Marketing | [Degama Trucking Software](#) Apr 2015 – Mar 2020

- Scaled revenue 10x from \$500K to \$5M while transitioning from legacy software to modern SaaS model.
- Closed record \$1.2M deal involving custom development and C-level enterprise negotiation.
- Owned full GTM: PPC, SEO, and strategic partner program — built inbound and outbound engines.

Enterprise Sales | [D3 Security](#) (AI SOC Cyber & Corporate Security) 2012 – 2015

- Sold technical cybersecurity and safety platforms requiring deep API integration scoping with engineering teams — analogous to selling developer-first infrastructure.
- Secured 6 Fortune 500 enterprise accounts including NVIDIA, AMD, Amazon, and Semantic — managing NVIDIA's relationship directly.
- Ranked #1 Sales Rep 3 consecutive years; broke into the regulated Casino Regulator market via competitive RFP win.
- Navigated complex procurement cycles with CTOs, CISOs, and VP Engineering stakeholders.

TECHNICAL FOUNDATION & EDUCATION

- MSc IT Consultancy – London Metropolitan University, UK
- BA (Hons) Business Studies – Sheffield Hallam University, UK
- Programmer Analyst Diploma – Herzing College, QC, Canada
- Hands-on technical roles: Web Developer & QA at BBC, CNBC Europe, and Walt Disney
- Certifications: Web & Java Programming (Linux, Python, SQL, .NET, Perl, PHP, JavaScript)
- AI: Claude Code, Gemini Thinking, Claude Cowork, Claude Opus & Sonnet, ChatGPT

LEADERSHIP & COMMUNITY

- Head Soccer Coach, Official Referee – Squamish United U13–16 (2025–Present)
- Former Army Sergeant – Combined Cadet Force, UK
- Peer recommendations: [linkedin.com/in/andy-knox-176a52a/details/recommendations](https://www.linkedin.com/in/andy-knox-176a52a/details/recommendations)
- **Carrer Highlight:** <https://fatiguescience.com/blog/fatigue-science-announces-promotion-of-new-sales-vp>