

BRANDON BARNES

SALES LEADERSHIP · GTM ENABLEMENT · GTM OPERATIONS

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EXPERIENCE

Team Lead, GTM Enablement & Business Development Agicap — Austin, TX — Transitioned from Sr Mid-Market AE to Team Lead role in 2026 — Ramped 6 new BDRs on cold call/email frameworks, account mapping, and value proposition. — Led GTM tooling optimization; owned AI initiatives, dialer implementation, and revenue agency liason — Led 500+ person webinars with finance leaders to drive pipeline	Aug 2025 – Present
Strategic Partner Manager LogicMonitor — Austin, TX — 105% of plan with no ramp period; contributed \$1.2M in ARR growth — Designed partner enablement material on product positioning; presented for partner sales teams across MSP/channel — 15% travel for customer onsite, events, business reviews, and joint enablement events	Apr 2024 – Aug 2025
Account Executive Vanta — Austin, TX — \$1.3M ARR across 2022–2023; 10–12 net-new logos monthly. — Selected to present enablement session around pre-call research, personalization at SKO (~150 attendees). — Command of the Message + MEDDPICC methodology training - applied to full deal cycle	Feb 2022 – Mar 2024
BDR → Senior BDR → SMB AE → Mid-Market AE LogicMonitor — Austin, TX — #1 BDR: \$765K closed-won, asked to lead enablement sessions for new BDRs — Most new logos on SMB AE team in 2021. — Authored MSP BDR Playbook for onboarding new hires — Trained in MEDDPICC methodology - applied to pipeline inspection, new hire coaching	Oct 2019 – Feb 2022

SKILLS

ENABLEMENT Value selling, MEDDPICC and Command of the Message, call listening (Gong), cold call coaching, cold email frameworks, talk tracks, pre-call research	GTM EXPERIENCE Sold to IT, C-Suite, Compliance, Finance; tooling adoption, intent workflows, pipeline inspection, reporting & filtering, RevOps partnership
TOOLS Salesforce, HubSpot, Gong, Clari, ZoomInfo, Trellus, G2 Intent	THE EXTRAS Improv performer, smash burger extraordinaire, chocolate chip cookie snob, sportswriter, Scooby Doo impressionist

EDUCATION

Texas A&M University Sport Management — Men's Basketball manager. Graduated in 3 years while managing athletics schedule.	Graduated Aug 2018
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