

Robin C. Hoffpauir

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SaaS GTM Expert | Solutions & Cloud Platforms

Sales leader with nearly a decade of experience driving enterprise SaaS and platform growth through scalable GTM strategy, partner-led expansion, and disciplined revenue execution. Currently leading North America sales at an Inc. 5000 Google Cloud Premier Partner. Proven record of exceeding 130%+ quota attainment and owning \$17M+ in ARR. Known for building sales systems that improve forecast accuracy, win rates, and deal size, creating predictable, repeatable revenue engines. A former college baseball player, I bring a "control the controllables" mindset to leadership, focusing on discipline, preparation, and performance under pressure to consistently deliver results and elevate team standards.

WORK HISTORY

Solutions Sales Manager, Navagis Inc.

Oct 2024 - Present

- Owned \$17M ARR at an Inc. 5000 Google Cloud Premier Partner, leading a six-member North America sales team and aligning direct sales and partner co-sell motions into a unified GTM model.
- Built a scalable revenue operating system including pipeline reviews, forecast discipline, QBRs, and performance dashboards, improving forecast accuracy by ~23%.
- Launched and scaled a Google Cloud co-sell program generating \$8M in partner-sourced pipeline and elevating Navagis to #1 ARR partner status.
- Drove 40%+ pipeline growth through verticalized GTM execution and partner-led demand generation.
- Increased enterprise win rates to 33% and average deal size by 20% through seller coaching, qualification rigor, and structured deal reviews.

Channel Partner Sales Manager, ISI Analytics

Jun 2022 - Sep 2024

- Owned regional revenue strategy across direct and partner channels, delivering 132%+ quota attainment for eight consecutive quarters.
- Drove 105% year-over-year revenue growth by aligning partner-led demand, enterprise direct sales, and pricing strategy into a unified GTM motion.
- Negotiated and closed enterprise contracts while redesigning pricing and packaging models, doubling average deal size.
- Built account-based selling and CRM governance frameworks that improved forecast accuracy by 18% and increased late-stage deal conversion.
- Partnered with marketing to develop verticalized playbooks and campaigns, consistently generating 25+ qualified enterprise opportunities per quarter.
- Acted as player-coach for enterprise sellers, leading deal strategy, pricing reviews, and executive negotiations.

Founder & Head of Sales, Parlayking LTD, Denver, Colorado

May 2020 - Jun 2022

- Founded and led GTM, sales, and partnerships for a SaaS analytics startup from inception through acquisition.
- Owned revenue strategy, pricing, and pipeline execution, establishing repeatable sales motions to support predictable growth.
- Built, hired, and managed a six-person revenue organization, implementing playbooks, KPIs, and compensation plans aligned to growth targets.
- Established sales forecasting, pipeline hygiene, and performance reporting systems to support investor and operator decision-making.
- Closed early enterprise customers and strategic partners, validating product-market fit and accelerating acquisition readiness.

Account Executive, Compliance Solutions, Denver, Colorado

Aug 2018 - May 2020

- Expanded enterprise customer base by 300% through consultative, value-based selling and partner enablement strategies.
- Consistently exceeded monthly quotas by 10%+ while improving retention and expansion outcomes across enterprise accounts.
- Introduced performance dashboards and forecasting models that improved revenue visibility and informed leadership decision-making.
- Served as a top-performing enterprise seller and informal mentor, contributing to deal strategy and onboarding support for new hires.

EDUCATION

B.B.A. - Business Management

Metropolitan State University of Denver

Baseball Scholarship Recipient

SKILLS

Partner & Channel Sales | Revenue Operations & Forecasting | Account-Based Selling (ABS) | Revenue Systems Creation | Sales Enablement & Coaching | Salesforce, HubSpot, ZOHO | Contract Negotiation & Deal Structuring | GTM & Playbook Development | Leadership & Team Development | Google Cloud Platform | Google Maps Platform