

Dan Allard

Fractional CRO / Revenue Infrastructure Architect

Boston, MA, United States | [LinkedIn](#) | [DA Sales Consulting](#)

Fractional CRO with 20+ years building outbound programs and go-to-market strategy for B2B companies, driving \$40M+ in revenue growth across SaaS and digital services. Today I help founder-led firms build a sales process that doesn't depend on the founder.

EXPERIENCE

Co-Founder & CRO

Crawdad

We help you give AI agents access without giving up control.

Jun 2026 — Present

Greater Boston

Fractional CRO / Advisor (Partner Engagement)

OUTBOUND SALES PRO (OSP)

Embedded as fractional CRO and advisor across active client accounts, building sales infrastructure and revenue playbooks from diagnostic through execution. Design and lead multi-workstream engagements combining sales engineering coaching, call-quality review, sales-process infrastructure, and pipeline systems for founder-led B2B companies. Partner on new-business pitches, extending the fractional CRO model to net-new client relationships.

Jan 2026 — Present

Remote

Strategic Advisor

IAM Health Cloud

Jan 2025 — Jan 2025

Boston, Massachusetts, United States

Revenue Architect (Consulting Engagement)

Funsiz

Built a \$500K+ pipeline within 60 days through targeted market expansion and multi-touch outbound motion. Designed prospecting email, phone, and social cadences that delivered consistent qualified meetings.

Apr 2023 — Jul 2023

Greater Boston

Founder & Fractional CRO

DA SALES CONSULTING, INC.

Run a portfolio of concurrent fractional CRO and revenue infrastructure engagements for founder-led B2B agencies and SaaS companies (\$500K–\$20M revenue). Generated \$1M+ in new revenue within 60 days for a digital agency client through rebuilt outbound systems and optimized sales playbooks. Built \$1M+ qualified pipelines for multiple clients through systematic prospecting and sales-process documentation.

Jan 2023 — Present

Boston, Massachusetts, United States

Chief Revenue Officer (Contract)

Metaspex

Architected complete GTM strategy and market positioning for enterprise adoption of a SaaS backend development framework. Generated 250+ qualified demos through integrated outbound, content, and social outreach. Developed brand narratives and messaging that clarified technical value for C-suite stakeholders.

Dec 2022 — Present

Greater Boston

Director of Business Development (Consulting Engagement)

TrueVoice Growth Marketing™

Acquired 10 net new opportunities valued at \$2.5M+ TCV during a 90-day engagement. Implemented coordinated outbound programs that improved lead volume and close rates across channels.

Sep 2022 — Nov 2022

Greater Boston

Strategic Advisor

SuperEasy Video

Sep 2021 — Nov 2022

Strategic Advisor

Earls Brand + Supply

Jan 2021 — Present

Vice President Of Business Development

ADK GROUP, LLC

Generated \$5M+ in enterprise contracts with clients including Harvard Business School, MIT IDE, Chewy, Broadridge, and Measured. Maintained 95% client retention post-acquisition by aligning sales and delivery operations. Delivered executive-level discovery and solution proposals averaging \$150K+ deal size.

Nov 2019 — Sep 2022

Greater Boston

Strategic Advisor

OpenRounds

Aug 2019 — Sep 2025

Greater Boston

Advisor

IndieWhip: Obsessively Creative Advertising

Business and Strategic Advisor to IndieWhip

IndieWhip: Providence's fastest growing boutique advertising agency.

They believe the shortest distance between two people is through the emotional power of story. From brand strategy to content creation to advertising execution, they exist to make memorable and captivating stories real.

Use video to increase leads.

Jan 2016 — Jan 2020

Providence, Rhode Island Area

VP of Sales

Oct 2009 — Oct 2011

Super Webomatic

Waltham, MA

One of the initial sales representatives researching verticals and markets to contact. Responsible for generating and evaluating leads.

Vice President of Sales & Operations

Jan 2006 — Dec 2019

Fresh Tilled Soil (Acquired)

Watertown, MA

Employee #3 at a UX strategy and design firm; scaled company from 3 people to 35 employees and \$5M ARR over 13 years. Directed sales, marketing, and finance functions, positioned the company for strategic sale to ADK Group.

Developed scalable CRM and sales systems enabling repeatable growth and operational efficiency.

Sales Director

Mar 2004 — Dec 2005

Double Eagle Golf

Double Eagle Golf provided the best granular organic fertilizer and liquid fertilizer packages available on the market at the time. As the Sales Director I lead the initial sales and marketing initiative as Double Eagle Golf entered the market in the New England area. I educated and introduced the product line of granular Perdue chicken fertilizer to and new organic liquid fertilizers to golf course superintendents and buying agents. Was able to drive sales to over \$100K in first 18 months before division closed.

The goal was to help all golf courses become environmentally friendly.

EDUCATION**University of Massachusetts**

Jan 2005 — Jan 2005

*Winter Turf Program Certificate***University of New Hampshire**

Sep 2001 — Jun 2003

*Associate's Degree***CERTIFICATIONS****Integrating Generative AI into Business Strategy, LinkedIn**

Jan 2024

SKILLS

Growth Strategies · Business Relationship Management · Customer Acquisition · Sales Strategy · Deal Closure · Sales and Marketing · Lead Qualification · Sales Management · Start-up Leadership · Digital Strategy · Direct Sales · Business Development Support · Marketing Strategy · Customer Experience · New Business Development · Web Analytics · Web Strategy · SEO · User Experience · SEM · Wordpress · Entrepreneurship · Online Advertising · Information Architecture · Email Marketing · Web Design · Mobile Design · Software Design · User Interface Design · Strategic Planning · Business Development · User Interface · Mobile Devices · Branding & Identity · Online Marketing · Usability · Marketing · Start-ups · Strategy · Creative Direction · Business Strategy · Agile Methodologies · User Experience Design · Usability Testing · UX Research · User-centered Design · Fractional CRO Leadership · Revenue Infrastructure Design · Trigger-Based Outbound Systems · Sales Playbook Development · Revenue Operations · CRM Architecture · HubSpot · Salesforce · Embedded Advisory · Sales Process Design · Prospecting · Account Management · Executive Sales