

Caleb Winston

Senior AE

United States | [LinkedIn](#)

I help enterprise companies turn complex technology into closed revenue.
Over the past decade, I've built GTM strategies for \$60M+ in emerging technology initiatives across North America and the Middle East.
I've advised C-suite executives at some of the world's largest companies.
Today I'm focused on enterprise vertical sales while quietly exploring what's next at the intersection of AI, GTM automation, and how companies scale revenue.
Always open to conversations with founders, operators, and people building interesting things.

EXPERIENCE

Strategic Account Executive
Spectrum Business for enterprise
Enterprise Vertical Sales

Nov 2024 — Present
Cincinnati, Ohio, United States

Caregiving
Career Break

Jan 2024 — Jul 2024

Account Executive
Onware

Aug 2022 — Nov 2023
Houston, Texas, United States

Led the complete sales cycle for corporate and enterprise customers throughout North America.
Sold large software deployments and cloud transitions.
Built consensus amongst c-suite executives and VP's in order to close complex consulting, custom software projects and multi-year SaaS contracts.
Covered a range of industry verticals including Construction, Private Equity, SaaS, Heavy Manufacturing, Architecture and more.
Worked closely with pre-sales engineering, project management, lead developers and customers success teams to deliver world-class business and software products.

Enterprise GTM Consultant
Caleb Winston

Jan 2016 — Jan 2022
Tel Aviv District, Israel

Received overwhelming demand from C-Suite executives in EMEA to start a private consulting business advising on enterprise sales and go-to-market strategy.
Directed enterprise level business intelligence efforts and built GTM strategies for \$60M+ in emerging technology efforts in India, China, Saudi Arabia and North America.
Serviced some of the world's most valuable brands in the Middle East and North Africa including Hyundai, Mitsubishi, Bridgestone, Pepsi, Sharp, and Sony.

Senior Project Manager
Israel Export Institute מכון היצוא

Apr 2013 — May 2014
Tel Aviv, Israel

Served as key English speaking Project Manager for governmental initiative with \$1B in venture style funding to develop emerging technology markets.
Facilitated cooperation between the Office of the Prime Ministers, the Ministry of Economy, the Export Institute, leading Israeli corporations and dozens international enterprises. Built commercial cooperation between ministries, international organizations, academia and large multinational firms in the private sector.
Successfully managed multiple international projects, aimed at developing local technology and helping enterprise firms access markets in Europe and US.

Business Development Analyst
Netafim

Aug 2012 — Jul 2013
Tel Aviv

Collaborated with VP to build B2B client pipeline and established strong partnerships with C-suite Executives. Analyzed, formulated and executed on strategies to sell large projects in Africa, India, China and North America.
Persuaded key decision makers to implement new GTM strategies based on market data analysis, resulting several new product market expansions.
Transformed data into actionable approach to strategic company objectives.
Developed and designed analytic models to rethink critical assumptions. Applied data to decision making processes.
Expanded strategic relationships with governmental and international partners.
Reported directly to the Vice President of Business Development.

EDUCATION

University of Colorado Boulder
International Relations in Spanish Language and Literature

Excelled in the study of international relations and Spanish language. Maintained 3.9 GPA within the Spanish Department.
Demonstrated excellent written, verbal and personal communications skills. Was active in several student organizations.

PROJECTS

Advanced Urban Food Production // China

My firm was hired to research, design and manage business development efforts for a multi-million dollar urban food production project in cooperation with partners in New York, Tel Aviv and Shanghai.

Growing Opportunities // Business Development in Africa

CERTIFICATIONS

Python Classes and Inheritance, University of Michigan	Mar 2019
Google Cloud Big Data and Machine Learning Fundamentals, Google Cloud	Dec 2018
Leveraging Unstructured Data with Cloud Dataproc on Google Cloud Platform, Google Cloud	Dec 2018
Python Data Structures, University of Michigan	Nov 2016
Business Metrics for Data-Driven Companies, Duke University	Aug 2016
Managing Big Data with MySQL, Duke University	Aug 2016
Customer Analytics, Wharton Online The Wharton School	May 2016

SKILLS

Complex Sales · GTM · Sales Operations · Solution Selling · Customer Relationship Management (CRM) · Sales Processes · Hunter · Enterprise Technology Sales · Connectivity · Strategic Account Development · Artificial Intelligence (AI) · Digitization · Data Architecture · Sales Meetings · Mid-Market · Data Strategies · Product Demonstration · MEDDIC Sales Methodology · Challenger Sales · Sales Target Management · Objection Handling (Sales) · Lead Qualification · Deal Closure · Customer Success · Leadership · Customer Service · Managing Accounts (Accounting) · Executive Relationships · Business Insights · Go-to-Market Strategy · Enterprise Account Management · Databases · Sales Pipeline Management · Business Relationship Management · Account Management · Sales · C-Suite Selling · Enterprise Software · Pricing Strategy · Venture Capital · Technical Recruiting · Regulatory Affairs · Business Development · Business Strategy · Marketing · Project Management · Emerging Markets · Business Analysis · Content Strategy · Corporate Branding