Chris Barton

GTM PROGRAMS & ENABLEMENT LEADER | AI-ENABLED REVENUE SYSTEMS

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I build GTM operating systems that connect revenue strategy, AI-enabled workflows, and enterprise adoption.

PROFESSIONAL SUMMARY

- GTM programs and enablement leader with **10 years in enterprise technology and cybersecurity sales** plus experience building playbooks, qualification and deal strategy systems, GTM certifications, global learning programs, and governed revenue workflows.
- Leads cross functional initiatives from discovery and architecture through launch, measurement, reinforcement, and governance, translating executive priorities into operating systems teams can use.
- Hands on AI work spans grounding and context architecture, controlled extraction evaluation, governed knowledge systems, and human gated AI workflow design.

CORE CAPABILITIES

GTM Program Architecture; Revenue & Sales Enablement; AI Transformation - Revenue / GTM; GTM Operating Models & Governance; Workflow Discovery & Redesign; Sales Methodology, Qualification & Deal Strategy; Playbooks & Content Systems; Cross Functional Program Leadership; Executive Facilitation; Enterprise Adoption & Change; AI Context & Grounding Architecture; AI Evaluation & Reliability; Human in the Loop Governance; Instructional Design & Adult Learning

PROFESSIONAL EXPERIENCE

Granicus

Revenue Enablement Strategist

April 2025 - Present

- Lead AI grounded methodology, qualification, revenue workflow, governance, and enterprise adoption initiatives supporting an AI enabled deal execution environment and cross functional Revenue/GTM stakeholders.
- Designed a unified qualification and deal strategy architecture mapping **all eight MEDDPICC components plus seven company specific qualifiers** into the government market sales methodology; connected inspection, manager coaching, and full cycle application while producing **six source mapped leadership and maintenance artifacts**.
- Delivered a CMO sponsored value selling transformation to **approximately 94 Marketing and Business Development participants**, translating Sales' GTM language into role relevant application across Product, Segment, Brand and Communications, campaigns, content, and messaging.
- Among **36 respondents**, confidence averaged **4.2/5**; **83%** rated the program 4 or higher; and **59 behavioral commitments** were captured. Presented recommendations to the CMO, CRO, and VP leadership and designed reinforcement at days 7, 30, and 90.

Granicus

Program Manager, Sales Enablement

January 2024 - April 2025

- Led an enterprise sales playbook refresh from research through launch, including **15 stakeholder interviews**, two panels, buyer driven stage exit criteria, methodology integration, launch communications, and a governed digital resource library.
- Built a self paced GTM certification framework across **sales stages 0-5 and three strategic portfolios**, connecting learning, practical application, manager coaching, presentation practice, progression reporting, distributed ownership, and quality controls.

Trellix

Global Sales Enablement

March 2023 - June 2023

- Built programs and content for a global sales organization across sales methodology, process, skills training, persuasive copy, and video scripting; partnered with SVP level Public Sector and Sales Engineering stakeholders. Role eliminated in a company wide workforce reduction.

Dell

Sales Advisor, Global Learning & Enablement

September 2018 - April 2022

- Designed and delivered global sales learning programs while building formal instructional design and adult learning capability through Dell's internal certification and facilitator development program; averaged a **91 NPS at a 54% response rate** across measured engagements.

Varonis

Outside Sales Executive

June 2017 - August 2018

- Owned field sales for data governance and unstructured data security across Oklahoma and Arkansas; supported **30 existing accounts**, drove net new acquisition, and trained local resellers.

Dell EMC

Outside Security Specialist

May 2015 - May 2017

- Served as a designated security specialist across Dell Americas for global, enterprise, public sector, and healthcare accounts, combining technical certification, consultative selling, and field team coaching.

Dell

Brand & Licensing, McAfee / Intel Security

November 2013 - May 2015

- Managed the McAfee and Intel Security business line within Dell's North American reseller organization, carrying shared accountability for an annual portfolio quota approaching **$500M**. Led partner alignment, licensing strategy, sales enablement, incentives, marketing support, and large opportunity execution.

Dell

Partner Solutions Consultant

May 2011 - November 2013

- Advised strategic enterprise and high growth accounts on software, hardware, licensing, and services, including public sector contract work.

Earlier Dell experience: Consumer Sales & Sales Coach - earned **four promotions in nine months**, maintained career average attainment above **130%**, and advanced into team performance, training, and audit based coaching.

SELECTED AI PROJECTS

AI Grounding & Source of Truth Architecture

Enterprise Revenue/GTM system

- Architected an approximately **40,000 word canonical methodology reference** and roughly **14,000 word AI grounding projection** with an eight part definition standard, source hierarchy, change control, audience routing, and internal to customer language boundaries.
- Owned methodology architecture and cross workstream sequencing across **nine workstreams** while coordinating dependencies with CRM, conversation intelligence, and third party deal execution systems.

AI Extraction Workflow Configuration & Evaluation

Enterprise deal execution platform

- Configured an AI extraction workflow through **12 controlled iterations** against a fixed test opportunity, repeating meaningful changes two to three times and validating the stabilized configuration across **four real opportunities** and multiple market segments.
- Established through testing that dense instruction degraded extraction fidelity; moved to sparse guidance and expanded the taxonomy from **11 to 15 rows**. Used adversarial tests and file diff analysis while documenting open accuracy and adoption measures rather than inferring outcomes.

IMPACT AI-Native Human Cognition & Adoption System

Independent system development

- Architected a proprietary AI native system translating **cognitive science, adult learning, retrieval, transfer, behavior change, cognitive load, and multimedia learning** into reusable AI assisted workflows designed around observable behavior change.
- Built a governed operating architecture for multi-session AI assisted work, including **source of truth control, context persistence, human review, evaluation, versioning, change control, reusable protocols, and visual design constraints**.

AI Write Arbitration & Human Gated Governance

Cross functional advisory

- Identified the risk of two AI systems proposing values into one CRM without a rule naming which was authoritative; reframed the issue from system of record to write arbitration.
- Defined one lead system per fact, human approval for AI writes, and provenance aware separation of inferred and human authored values; built leadership materials for Revenue Operations and joined ongoing architecture discussions after the contribution was recognized.

TECHNICAL SKILLS

Revenue and enterprise systems: Sales methodology, qualification, and deal strategy; CRM/GTM workflows; conversation intelligence; AI enabled deal execution; value selling; sales process architecture; LMS and adoption reporting.

Hands on AI: AI grounding; context and instruction architecture; AI extraction configuration; controlled evaluation; adversarial testing; source hierarchy; field taxonomy design; structured outputs; human gated AI; AI governance; MCP implementation and configuration; knowledge system governance; change control; workflow and failure mode analysis.

Working knowledge and technical exposure: RAG concepts; APIs; tool calling; agentic workflow patterns; GitHub; AI orchestration; CRM integration patterns; solution architecture.

CERTIFICATIONS

OpenAI - Agents and Workflows; Anthropic - Claude Code 101; Anthropic - Claude 101; Anthropic - AI Fluency Framework & Foundations; Anthropic - AI Fluency for Educators