

MATTHEW LIMERI

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EXPERIENCE

Bluecore Inc, New York, NY (2nd time at Bluecore Inc.)

VP of Go-To-Market, alby

October 2024 - Present

- (People Leader) Lead org of 15 across: Sales, Sales Engineering, Marketing, Customer Success.
- Doubled ARR for alby (AI agent product)

Alby AI Inc, New York, NY (alby acquired by Bluecore Inc. - October 2024)

VP of Sales

April 2023 – October 2024

- (People Leader) Led team of 3 (externally hired) \$0 - \$1M in ARR in first 18 months selling AI agent product
- First business hire (non-engineering) - Created GTM strategy and motion from scratch with Founders

Bluecore Inc, New York, NY

Director of Enterprise New Business Sales

May 2021 – April 2023

- (Promotion) to lead a team of 6 Enterprise NB Reps carrying a \$1.25M quota each
- FY'23: 112% of \$6.00M team quota, 4 of 6 reps exceeded personal quotas
- FY'22: 77% of \$6.00M team quota, exited 3 reps for performance, externally hired 3 new reps

Senior Account Director, Enterprise New Business Sales

October 2018 – July 2021

- (Internal job switch) All top 10 largest NB bookings in company history including first ever \$1M booking
- FY'21: #1 NB Rep, 176% of \$1.25M, President's Club (26% of Global NB Bookings) (No COVID changes)
- FY'20: #1 NB Rep, 512% of \$1.00M, President's Club (64% of Global NB Bookings) (No COVID changes)
- FY'19: #1 NB Rep, 323% of \$1.00M, President's Club (40% of Global NB Bookings)

Director, Sales Engineering

August 2017 - December 2018

- (People Leader) Founded Sales Engineering org reporting to SVP of Sales. Hired and ramped 5 Sales Engineers

Oracle Corporation, New York, NY

Principal Sales Engineer, Oracle Marketing Cloud

January 2015 - August 2017

- (Promotion) GTM owner for Gartner & Forrester reports, Product Counsel, Sales enablement pitch certifications
- FY'16: 91% of \$1.60M personal SE deal support quota
- FY'15: 151% of \$1.40M personal SE deal support quota

Senior Sales Engineer, Oracle Marketing Cloud

January 2014 - December 2014

- (Internal job switch) Prospect & customer discovery, qualification, demos, business cases, scoping, RFPs
- FY'14: 114% of \$1.00M personal SE deal support quota

Responsys, New York, NY (Responsys acquired by Oracle Corporation - December 2013)

Senior Campaign Specialist, Professional Services

July 2013 - December 2013

- (Promotion) Team Lead supporting advanced projects and supervised all new enterprise client onboarding

Campaign Specialist, Professional Services

February 2012 - June 2013

- Post-sales technical implementation and ongoing technical services

Experian Marketing Services: CheetahMail, New York, NY

Account Manager, Client Services

September 2010 - February 2012

- FY'11: 100% renewal rate of \$2.25M book of business

Spotnana: First & Business Class International Travel, New York, NY

Digital Marketing Specialist

May 2009 - August 2010

- Demand Generation via Account Based Marketing, Webinars, Cross-Channel Messaging

TRAINING & EDUCATION

- MEDDICC, Command of the Message, Command of the Sale (via Force Management)
- Challenger Sale (via CEB), Demo2WIN! (via 2WIN! Global)
- Bachelor of Science, Marketing (Cum Laude) from **Manhattan College, Riverdale, NY**