

Guy Hawkins

Founding Go-To-Market Leader · Fintech & Payments

guy.hawkins@example.com (555) 010-2048 Brooklyn, NY linkedin.com/in/guyhawkins

SUMMARY

Founding-stage GTM leader who has built outbound revenue motions from zero at two seed-stage fintechs, most recently owning a \$0→\$6M ARR journey in under three years. Player-coach who hires, ramps, and operates alongside the team — setting the playbook and closing the early enterprise logos personally. Deep payments background and a bias for measurable pipeline.

EXPERIENCE

Head of Growth & Founding AE — Northwind Pay

2021 – Present

Seed-stage payments infrastructure · New York, NY

- Built the outbound motion from zero; grew from \$0 to **\$6M ARR** in 32 months as the first revenue hire.
- Hired, ramped, and managed a 4-person SDR pod; authored the outbound playbook still in use company-wide.
- Closed the company’s first 6 enterprise logos hands-on, including two seven-figure multi-year deals.
- Owned pipeline and revenue forecasting; held forecast accuracy within 8% across eight quarters.

Senior Account Executive — Ledger Systems

2018 – 2021

B2B SaaS payments platform · Remote

- Top-performing AE three years running; averaged **140% of quota** on a \$1.4M annual number.
- Opened the mid-market segment from scratch, landing 40+ new logos in the first 18 months.
- Partnered with marketing on demand-gen experiments that lifted qualified pipeline 60% YoY.

Account Executive — Brightwire

2015 – 2018

B2B SaaS · New York, NY

- Ramped to full quota in two quarters; built and owned the Northeast territory.
- Recognized as Rookie of the Year (2016) and President’s Club (2017).

CORE SKILLS

GTM strategy — outbound from zero, ICP definition

Sales hiring — recruiting, ramping, enablement

Pipeline & forecasting — revenue modeling

Fintech & payments — domain expertise

Enterprise sales — multi-stakeholder, 7-figure

Tooling — Salesforce, Outreach, Gong, Clay

EDUCATION

B.A., Economics — New York University

2015