

MATT ODEN

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SALES LEADER | AI & CLOUD INFRASTRUCTURE

GTM executive and AI company founder who has built and scaled high-performing sales teams at web-scale infrastructure and AI platforms. Hired, coached, and developed 15+ Account Executives with 5+ promoted to President's Club (200%+ quota attainment). Expert at designing revenue operations, establishing sales methodologies, and driving cross-functional alignment. Deep technical expertise in cloud infrastructure, databases, edge compute, and AI/ML enables leading teams through complex enterprise cycles.

Track Record: Managed enterprise portfolios worth tens of millions across Fortune 100 accounts | Built \$0→\$12M+ ARR division at Fastly in 18 months | AI startup founder: scaled from \$0 to signed deals with publicly-traded companies | 10+ years consistent over-attainment | Landed and expanded \$1M+ ACV deals across multiple verticals

Leadership & Operations: Direct report to Fastly CRO | Built revenue operations—territory design, forecasting, pricing, sales process | Led cross-functional teams: paired AEs with SEs, coordinated SDR pipeline generation, established customer feedback loops driving product strategy | Owned product marketing collaboration and sales enablement | Drove forecast accuracy and pipeline discipline | Developed channel partnerships

Education: Yale University M.E.M. | UC Berkeley B.S.

Execify | Los Angeles, CA

Founder & CEO | *December 2022 – October 2025*

Founded an AI agent platform for executive operations using GCP, OpenAI, Azure, Groq, Langchain, Supabase, and multi-LLM orchestration.

- Raised \$500K pre-seed, generated \$500K qualified pipeline and closed 6-figures in revenue. Acquired 2 public company customers and achieved SOC 2 Type II, ISO 27001
- Built dual GTM: Enterprise sales playbook + PLG funnel serving 200+ customers across free and paid tiers
- Product managed a suite of tools that ran 11 AI agents with RAG, vector search, and agentic reasoning across Google Workspace, Microsoft 365, Zoom, Slack, and Teams

Fastly (IPO - FSLY) | San Francisco (Remote)

Associate Vice President of Sales, Serverless Compute | *January 2020 – November 2022*

Built and scaled GTM for edge compute business unit (Compute@Edge) and launch of globally distributed database products for KV Store, Secret Store and Config Store. Led team of 3 Technical Sales Overlays.

- Scaled \$0→\$12M+ ARR in 18 months across 125 accounts (Amazon.com, eBay, Pantheon, LaunchDarkly, Contentful)
- Delivered 250% of quota for 6 consecutive quarters, top performer globally. Coached team to President's Club (200%+ attainment)
- Built GTM playbook adopted company-wide; reduced sales cycle from 9 to 5 months.

Associate Vice President of Sales, Central Region (Interim) | January 2022 – July 2022

Promoted to rebuild and turn around underperforming 11-person region while maintaining Serverless responsibilities.

- Delivered 150% of quota while hiring 7 AEs in 2 quarters. Improved forecast accuracy 55% to 95% and increased deal size 35%

General Manager, Managed CDN | June 2019 – January 2020

- Preserved \$20M+ ARR through consultative renegotiations with five S&P 500 customers to migrate from on-prem to cloud solution

Associate Vice President of Sales, Media & Entertainment | January 2018 – June 2019

- Closed 7-figure deals with Disney, Fox, Hulu, CBS, Spotify, NYT—120%+ quota for 6 consecutive quarters
- Landed first-ever Super Bowl live stream and Twitter Live events on Fastly infrastructure. Led Gannett edge data and streaming re-architecture

PRIOR SALES EXPERIENCE | 2014 – 2018

VP Sales, Vertebrae (Acquired by Snap), 2017 - 2018 | 3D/AR commerce. Closed \$250K in media customer deals during platform pivot.

Sales Director, Dataxu (Acquired by Roku), 2016 - 2017 | Programmatic DSP. Opened HPE account, scaled to \$5M+ year 1 spend. Designed and sold a new B2B multi-vendor programmatic advertising database solution.

Sales Director and Sales Engineer, Turn (Acquired by Singtel), 2014 - 2016 | Ad tech. Promoted from Sr. Sales Eng to Sales Director. Built \$40M+ annual revenue book across Microsoft, Viacom, WPP, Omnicom, Publicis Groupe, Williams Sonoma, Gap, and Expedia. Sold customer data DMP product into prospects data lake architecture.

EARLY CAREER | PRODUCT & TECHNICAL | 2011 – 2014

Sr. Product Manager, Causata (Acquired by NICE) | Led product strategy for enterprise marketing automation. Helped sell AI/ML infrastructure to data science and engineering teams.

Product Manager, C3 AI | Designed product for first major enterprise sale to PG&E. Identified and helped secure the first M&A transaction (25 person company) through my contacts and relationships.