

Erez (EZ) Haimowicz

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DIRECTOR OF ENABLEMENT | GTM, REVENUE & SALES ENABLEMENT

Revenue enablement leader and former quota-carrying Enterprise AE with 15+ years in enterprise sales, B2B SaaS, and GTM strategy, including 9+ years leading global sales, revenue, partner, and technical enablement. Proven record improving ramp, conversion, partner revenue, and seller productivity by aligning Sales, RevOps, Product Marketing, Customer Success, and Partner teams; executing global sales kickoffs (SKOs); scaling MEDDPICC, value selling, and Challenger; and applying artificial intelligence (AI) to field workflows.

SELECTED GTM IMPACT

- **\$3.1M+ Revenue Influenced:** Enabled 4,000+ partners; delivered 40% faster ramp and 18% more deal registrations.
- **40% Stage Conversion Lift:** Drove 82% MEDDPICC adoption and 90% manager adoption through value-selling and leadership coaching.
- **900+ Partner Sellers Enabled:** Created full-funnel GTM messaging and commercial playbooks supporting 80% revenue growth in nine months and 50% market-share expansion.

CORE COMPETENCIES

- **Enablement Leadership:** Sales Enablement, Revenue Enablement, GTM Enablement, Partner Enablement, Technical Enablement, Global Field Readiness, Change Management
- **Methodologies & Coaching:** MEDDPICC, Value Selling, Challenger, Command of the Message, Manager Coaching, Deal Strategy
- **Programs & Operations:** Onboarding & Everboarding, Global Sales Kickoffs (SKOs), Certifications, Commercial Playbooks, Content Governance, Enablement Analytics, Win/Loss Analysis
- **Technology & AI:** Salesforce, Gong, Highspot, 6sense, Impartner, Allego, Thought Industries, Articulate 360/Rise, Glean, WiseOwl, NotebookLM, Rattle, Workflow Automation

PROFESSIONAL EXPERIENCE

SentinelOne | Senior Content and Systems Manager - Partner Enablement | Jul 2024 - Aug 2025

Enterprise Cybersecurity

- **Influenced \$3.1M in revenue and cut partner ramp time by 40%** by launching the PartnerPulse Learning Series across 4,000+ partners on Impartner; increased deal registrations by 18% and course completions by 28%.
- **Drove \$1.6M in competitive wins** by producing internal product-enhancement videos, leading weekly Competitive Edge intelligence sessions, and deploying quarterly Highspot certifications.
- **Reduced discovery-cycle duration by 30% and reclaimed 4+ hours per rep weekly** using Glean and NotebookLM for deal summarization, RFP answer retrieval, content tagging, and knowledge access.
- **Trained 700+ GTM employees on practical AI adoption** through role-based learning, scenario practice, workflow guidance, and responsible-use guardrails.
- **Retired 800+ stale Highspot assets and rebuilt content governance**, improving findability and connecting partner learning to field execution.

Twilio | Senior Sales Enablement Manager, Growth & Training | May 2022 - Feb 2024

Enterprise Communications

- **Led global field enablement for 150+ GTM and RevOps employees** and launched Tool Tips, a recurring adoption series spanning Salesforce, Gong, Outreach, ZoomInfo, Slack, LinkedIn Sales Navigator, Rattle, and WiseOwl.
- **Reduced technical-answer search time by 60%** by launching WiseOwl, a custom AI assistant embedded in seller workflows across Slack and Salesforce.
- **Saved \$700K annually and increased global sales productivity by 9%** by auditing and consolidating redundant GTM technology licenses across Salesforce, Gong, and Highspot.
- **Achieved 82% MEDDPICC adoption and increased stage conversion by 40%** by scaling a global value-selling framework aligned to usage-based pricing; workshops earned an NPS of 80 and coaching tools reached 90% manager adoption.
- **Built high-intent expansion plays using 6sense consumption signals** to identify cross-sell opportunities and translate complex developer workflows into field-ready plays, demo scripts, and coaching tools.

ReUp Technologies | Co-Founder & Head of GTM Enablement | Dec 2020 - Jan 2022

High-Growth PropTech/FinTech Startup

- **Increased revenue by 80% within nine months** by architecting the company's value proposition, full-funnel GTM messaging, and commercial playbooks.
- **Enabled 900+ partner brokers and agents**, increasing market share by 50% in Year 1.
- **Expanded pipeline by 25%** by hiring, onboarding, and equipping an offshore business development organization in Colombia with standardized qualification workflows.
- **Took the commercial operating foundation from 0 to 1**, aligning positioning, qualification, partner activation, onboarding, and field execution across the customer lifecycle.

Tessian (Acquired by Proofpoint) | Director, Global Sales Enablement | Dec 2019 - Nov 2020

Series B Cybersecurity Startup

- **Took global enablement from 0 to 1 across North America and EMEA**, cutting seller ramp time by 20% for 300+ sellers.
- **Increased enterprise conversion by 19%** by partnering with Product Marketing to deploy persona-based messaging, multi-threading frameworks, and customer win/loss insights.
- **Led annual SKO delivery aligned to executive GTM priorities**, partnering across Sales, Product Marketing, frontline leadership, and technical teams on curriculum, regional breakouts, and manager reinforcement.
- **Improved field proficiency by 35%** by architecting a searchable knowledge base and deploying foundational onboarding, readiness, and LMS-based microlearning across North America and EMEA.
- **Created role-based seller and SE enablement** that translated APIs, email security, detection workflows, mail flow, and authentication into persona-based discovery, demo narratives, and scenario practice.

Cofense | Director, Sales Enablement | Oct 2018 - Sep 2019

Mid-Market Cybersecurity Enterprise

- **Added \$1M in net-new ARR and increased prospecting conversion by 27%** through persona-specific plays and call-analytics-driven objection-handling guides.
- **Launched Cofense Academy through Allego**, achieving 100% field adoption, a 96% certification pass rate, and a 25% improvement in operational efficiency.
- **Founded the enablement function during the PhishMe-to-Cofense rebrand** and directed global SKO execution across onboarding, messaging, certification, curriculum design, and field communications.
- **Created a continuous field-feedback loop** using call analytics, seller input, and manager insights to sharpen objection handling, competitive positioning, and persona-based messaging.

EARLIER SALES & PRODUCT EXPERIENCE

Mimecast | Enterprise AE | Sales Manager | Sales Enablement Manager | Jan 2017 - Jan 2018

- **Ranked as the top-performing Enterprise AE and earned President's Club recognition**; led the sales team to 175% of quota before transitioning into sales leadership and enablement.
- **Reduced seller ramp time by 25%, improved KPI attainment by 20%, and increased average deal size by 12%** through redesigned onboarding, Command of the Message, Challenger, battle cards, and manager reinforcement.
- **Earned a 93 training NPS** by grounding methodology and onboarding in live deal scenarios, seller workflows, and manager coaching.

Proofpoint | BDR | SMB AE | Mid-Market AE | Enterprise AE | 2010 - 2017

- **Earned four promotions and sustained 100%+ quota attainment from 2013-2015**; earned President's Club in 2014 and 2015 and the 2016 Quota Crusher Award.
- **Built full-cycle enterprise selling expertise with CISOs, cloud security leaders, and DevSecOps teams** across prospecting, discovery, technical validation, negotiation, and new-business execution.
- **Trained and mentored hundreds of peer sellers** on technical value articulation, competitive positioning, discovery, objection handling, and MEDDPICC application.

Take-Two Interactive Software | Senior Quality Assurance Tester | Jun 2008 - Nov 2009

- **Identified software defects and compliance issues across PC and console releases**; received published QA credits on BioShock 2, Dora Saves the Snow Princess, and Go, Diego, Go! Great Dinosaur Rescue.

EDUCATION, CERTIFICATIONS & AWARDS

- **Education:** Business Management - College of San Mateo
- **Certifications:** Sales Enablement Program Management (Sales Enablement Collective, 2024-2026) | Instructional Design: Adult Learners (2025) | Data-Driven Sales Enablement (2025) | Generative AI with Large Language Models (LLMs) (2025) | Foundations of Project Management (Google, 2024) | Introduction to Generative AI (Google, 2023) | MEDDPICC Train the Trainer (2022)
- **Awards:** FY25 Global Partner Ecosystem Award - OneSentinel Culture Champion (SentinelOne) | Builder & Owner Awards (Twilio, 2024) | Unsung Hero (Twilio, 2022) | President's Club (Proofpoint, 2014 and 2015) | Quota Crusher (Proofpoint, 2016)

LEADERSHIP & INDUSTRY SCOPE

- **Global audiences:** Enterprise AEs, BDRs, sales engineers, customer success teams, frontline managers, partner sellers, distributors, GSIs, and MSSPs across North America and EMEA.
- **GTM motions:** Enterprise new-logo acquisition, usage-based value selling, expansion and cross-sell, partner-led growth, product launches, and post-sale adoption.
- **Executive and technical fluency:** CISOs, cloud security leaders, DevSecOps teams, developers, and C-suite buyers across cybersecurity, communications APIs, PropTech, and FinTech.