

# TIMOTHY BOETTCHER

Senior SaaS Executive Leader, Global Sales & Marketing GTM Strategy, Advisory & Professional Services

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## PROFESSIONAL SUMMARY

Senior VP at AvePoint with 20+ years' experience leading global SaaS companies and teams across GTM strategy, professional services, presales, and consultative sales. I specialize in taking complex business challenges, simplifying them, and aligning cross-functional revenue teams to a shared vision for driving growth. Known for building and scaling high-performing teams from scratch, I define the operational frameworks for success and empower teams to execute. My focus is on uniting strategy with execution to increase revenue, streamline operations, and deliver results across industries and geographies.

## KEY ACHIEVEMENTS

- Unified disparate teams to a clear sales-aligned growth strategy, **generating % YoY lift** of marketing influenced pipe.
- Expanded our US PubSec branch **revenue by % within 12 months** via strategic offerings and GTM enablement.
- Grew revenue of the Tokyo branch by % by tapping into underserved Professional Services opportunities.
- Conceived, pitched, and led cross-functional teams to win AvePoint's **first ever multi-million dollar EdTech deal**, kick-starting their entire education subsidiary (MaivenPoint), now a major EdTech presence in the Singapore market.

## AREAS OF EXPERTISE

- Leadership
- Sales and Presales
- GTM Strategy
- Solution Selling
- Compelling Proposals
- RFP Process
- Professional Services
- Estimates & Forecasts
- Change Management
- USA Markets
- Asian Markets
- Australian Markets

## WORK EXPERIENCE

**Senior Vice President, Head of GTM Strategy, North America** | Jan 2024 – Present

**AvePoint Inc.**, Arlington VA, USA

- Spearheading cross-functional GTM enablement initiatives, providing a unifying role between various separate marketing functions (product marketing, field marketing, communications, brand, field sales, and partner channels) to drive NA strategic revenue and business goals. Redefining “who is AvePoint” across teams for increased market focus.
- Identified white-space growth opportunities in current GTM, developing actions across messaging, market positioning, and field execution (removing ‘buyer journey’ friction) **resulting in % YoY growth of marketing influenced pipeline.**

**Chief Revenue Officer / Head of NA and ANZ, MaivenPoint** | Mar 2022 – Jan 2024

**AvePoint Inc. (MaivenPoint subsidiary)**, Arlington VA, USA

- Recognized for creating, leading, and **winning the very first EdTech deal** in Singapore (\$ **m+ SGD**, also the largest deal in AVPT at that time) in 2014, and in 2022, was asked to rejoin a new EdTech subsidiary to lead US/Global Expansion.
- Successfully grew US SaaS subscribers **from zero users to over ,000 within the first 12 months**, a direct result of pivoting our sales and GTM approach from services-led to transactable SaaS for the global market.
- Additionally guided product management strategy, regional pricing, localization, and buyer journey for SaaS.

**Senior Vice President, Strategic Accounts & Solutions** | May 2021 – Mar 2022

**AvePoint Inc.**, Arlington VA, USA

- Achieved a **% New + Upsell increase in 10 months for specific named accounts**, as a result of being asked to lead a new initiative to maximize potential revenue in ‘strategic named accounts’ (total book of **over \$ m ARR**).
- Built a new team and spearheaded a new approach that combined Account Based Marketing (ABM) with professional advisory services, and holistic alignment of Virtual Account Team (VAT) for a single long-term strategy, still in use today.

**Senior Vice President, Client Services** | Feb 2019 – May 2021

**AvePoint Inc. (Public Sector Subsidiary)**, Arlington VA, USA

- **Increased PubSec revenue by █ % during first year** via creating new Professional Services offerings, expanding Service team capabilities, leading effective GTM & Internal Sales Enablement, and streamlining RFP pursuit.
- Led the capture some of the biggest US PubSec (FED/SLED) contracts at the time, such as the [IRS NARA Solution \(\\$8m\)](#).

**Country Manager (Japan)** | Feb 2017 – Feb 2019

**AvePoint Japan K.K.**, Tokyo, Japan

- **Increased revenue by █ % since joining the branch** by identifying strategic growth from underserved Professional Services audience opportunity (raised by █ % in the first year, and another █ % in the following year), via clearly identifying market opportunity, GTM activation, and cross-functional team alignment and upskilling.
- **Captured a \$ █ m services deal** of ‘only consulting’, the largest services-only engagement at the time in AvePoint, directly influencing a follow-on multi-million SaaS ARR engagement.
- Improved retention and increased headcount by shaping a positive work culture and team habits through directed hiring decisions, streamlined reorganizations, and ‘leading by example’ with positive attitude and work approach.

**Director of Solutions, Client Services, APAC** | Jun 2014 – Feb 2017

**AvePoint Singapore**, Singapore

- **Captured over \$ █ m of services engagement revenue** while in the role, building a new team of presales solution architects and associated services delivery capability for Singapore and across APAC, improving our RFP capture practices for government tender responses, and resulting in some of the largest strategic deals with key SG government entities.
- **Strategically targeted deals for Product R&D** that resulted in new products and business units being developed, such as projects that led to our Portal-in-a-Box solution, our DMS (Document Management System), and our EdTech vertical.

**Other Previous Work Experience** | Feb 2002 – May 2014

**Various Organizations**, Adelaide, South Australia

- **Principal Consultant, OBS (Nintex Group)**, Oct 2007 – May 2014, Specialized in SharePoint-based solutions and consulting (governance, information architecture, portals, records management, security, etc), from presales through to delivery completion. Team leader with consultant hiring and training to build own team and practice.
- **Independent Freelance Intranet Consulting**, Apr 2005 – Sep 2007, supporting multiple government agencies and projects with various intranet advisory and implementation engagements.
- **Hostworks, Level 2 Operations**, Feb 2002 – Jan 2005, Escalation management and advanced technical troubleshooting for one of the largest datacenter web hosts in Australia (customers included NineMSN and Ticketek, two of the top websites in Australia by user traffic and household names).

## EDUCATION -----

**Masters of Business Information Systems, 2006**

University of South Australia, Adelaide, South Australia

**Bachelor of Business Information Systems, 2005**

University of South Australia, Adelaide, South Australia

## CERTIFICATIONS & TECHNICAL SKILLS -----

**SharePoint 2010 Configuration**, Microsoft Certified Professional, 2010

**Microsoft Office SharePoint Server 2007 Configuration**, Microsoft Certified Professional, 2007

**DocAve ACE (AvePoint Certified Engineer)**, AvePoint, 2010

Microsoft 365 and Office (Teams, Word, Excel, PowerPoint, Outlook, Planner, Loop, Copilot) and SharePoint Dynamics 365 | MS Project | Power BI | Photoshop | After Effects | Sana | Asana | Greenhouse | Allocadia