

# TIMOTHY BOETTCHER

Strategic Storytelling & AI Adoption | Enterprise GTM Leader | Copilot MVP

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## PROFESSIONAL SUMMARY

Senior GTM leader and enterprise storyteller with 20+ years' experience shaping complex technology narratives for SaaS and B2B enterprises. Skilled in translating AI, data, and platform capabilities into compelling executive messaging, customer success stories, and market-defining narratives. Known for aligning cross-functional teams around a shared story to accelerate adoption, drive growth, and influence enterprise decision-making.

## KEY ACHIEVEMENTS

- Developed strategic narratives for Public Sector accounts that communicated complex governance and technology solutions, **driving █% revenue lift within 12 months.**
- Unified disparate teams to a clear sales-aligned growth strategy, **generating █% YoY lift** of marketing influenced pipe.
- Led revenue growth of the Tokyo branch by █% by tapping into underserved Professional Services opportunities.
- Conceived and led storytelling for AvePoint's **first ever multi-million dollar EdTech deal, kick-starting their entire education subsidiary** (MaivenPoint), shaping executive and customer-facing presentations and product philosophy.

## AREAS OF EXPERTISE

- Leadership
- Marketing and Sales
- GTM Strategy
- Solution Selling
- Enterprise Storytelling
- AI Solutions
- Global Markets
- Competitive Positioning

## WORK EXPERIENCE

Senior Vice President, Global Product Marketing & GTM Strategy, North America | Sep 2025 – Present

AvePoint Inc., Arlington VA, USA

- Creation of strategic messaging and executive narratives for our whole platform – encompassing security, governance, resilience, enterprise AI, data, and SaaS solutions – enabling sales and leadership to communicate value effectively.
- Developed cross-functional storytelling frameworks to unify marketing, product, and sales messaging across global markets, including platform category, positioning, messaging, value, and competitive differentiators.

Senior Vice President, Head of GTM Strategy, North America | Jan 2024 – Sep 2025

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 was asked to rejoin a new EdTech subsidiary in 2022 to lead US/Global Expansion.
- Crafted executive and customer-facing presentations to illustrate AI/SaaS adoption journeys of AI in education, shaping market perception and driving adoption. Guided product management strategy, regional pricing, and buyer journey.
- 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.

### 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 messaging and 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).
- **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.

### 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, CERTIFICATIONS, SKILLS -----

### 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

### Microsoft MVP for M365 Copilot,

Microsoft Most Valuable Professionals, 2025 ([link](#))

### SharePoint 2010 Configuration,

Microsoft Certified Professional, 2010

Microsoft 365 and Office (Copilot, Teams, SharePoint, Word, Excel, PowerPoint, Outlook, Planner, Loop)  
Dynamics 365 | ChatGPT | Power BI | Photoshop | After Effects | Sana | Asana | Greenhouse | Allocadia | 6Sense