

# GABRIEL MONCAYO

**PROVEN LEADER. STRONG COMMUNICATOR. THRIVES IN INNOVATIVE, FAST-MOVING HACKER CULTURES. DECADE OF EXPERIENCE IN SALES AND CLIENT SUCCESS. PASSIONATE ABOUT CONNECTING PEOPLE.**

## Gabriel Moncayo Consulting

Leveraging entrepreneurial spirit to consult for multiple companies in the Bay Area.

San Francisco, CA  
Feb '15 - Present

- Focus on ramping up an SMB or MM team of SDRs and AEs. Institute best practices for data capture through the sales pipeline to structure proper feedback and reporting mechanisms for Sales leaders.
- Companies include: LeadGenius, Proven, SVDictionary

## Soldsie Inc

Innovative software that allows companies to post their products to their favorite social networks and consumers can buy in the comments.

San Francisco, CA  
Sept '13 – Feb '15

*Consultant | Head of Sales Revenue Operations | Advisor*

- Brought in post Series A as a high-growth expert with a focus on rapidly increasing revenue, launching new products and building scalable processes.
- Over 48% MoM Revenue Growth each month for 6 months, which resulted in a 7x growth for the business
- P&L responsibility and management of the following teams: Sales, Enterprise SDR, Account Management, Sales & Support Operations, CS Support, and Marketing

## Breadcrumb by Groupon

A leading iPad Point of Sale solution for food & beverage industry

San Francisco, CA  
Aug '13 – May '14

*Senior Manager*

- Brought in to lead a turn around campaign for Breadcrumb's West Coast Division. The team had never hit target previously, within two months hit 126% to goal
- Proceeded to build out a new sales team that broke internal records
- Restructured and managed the appointment setter team, emphasizing a stronger focus on metrics which resulted in a 20% increase demo creation rate

## Main Street Hub

*Senior Manager*

New York, NY  
Apr '12 – Jun '13

- Utilized as a 'corporate fixer' by relocating to multiple low performing offices, led the turnaround for three struggling offices within the span of one year
- Worked closely with Operations and Senior Leadership to construct new KPIs that were used to identify new revenue streams and increased efficiency in day-to-day tasks
- Built out the mid-level management staff by solidifying sales KPIs, and training the next generation of managers. Proudly held #1 team/office during tenure in SF and NY

## CalFinder.com

*Sales Manager*

Oakland, CA  
Feb '11 – Mar '12

- Recruited and built a team of 10 sales reps that generated \$65,000 in revenue within a month. Curated and implemented enhanced sales script for the entire sales division of the company, which directly led to highest weekly sales number in company history

## Multiple Sales Management Positions

*Peace Action West | Javelin Marketing | Dzurenda & Associates*

Berkeley, CA  
Jun '06 – Feb '12

- Consistently exceeding quota, my team raised over \$500,000 during tenure
- Managed multiple individuals, raised through the ranks quickly in each organization

**ADDITIONAL:** Basketball enthusiast, avid John Maxwell follower, new to cooking, conversational in three languages

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# REFERENCES

Reference  
Title  
Means of Relation  
Years in Relation  
Email  
[ Note ]

**Chris Benett**  
CEO and Co-Founder of Soldsie  
Previous Direct Manager  
One (1)  
chris@soldsie.com  
Gabe is one of the smartest people I've had the opportunity to work with. He came on to Soldsie to build out our SMB Sales team and grew revenue by 30% month over month in the first 6 months. He not only hired and trained a powerhouse Sales Team, but also managed our Account Management, Enterprise SDR, and Marketing Departments. He curated and met (often exceeding) his metrics; he's data-driven, results-oriented and focused on consistently delivering value to the organization. I would recommend Gabe to run a business department at any other startup, especially one that is in hyper-growth and needs a leader to create any department and grow.

Reference  
Title  
Means of Relation  
Years in Relation  
Email  
[ Note ]

**Scott Lease**  
SVP of Sales of Outbound Engine  
Previous Direct Manager  
Three (3)  
scott.lease@gmail.com  
Gabe is an outstanding sales manager. He is knowledgeable, determined, confident and charismatic. He made virtually instant impacts at MSH in our SF, NY and LA offices upon his arrival to each. He is an excellent sales trainer and constantly wanted to push himself and his team members to bigger and better things. He is extremely ambitious and no doubt one day will be running an entire sales organization, and when he does, it will be very successful under his leadership.

Reference  
Title  
Means of Relation  
Years in Relation  
Email  
[ Note ]

**Lowell Smith**  
Director of Sales Operations for TabbedOut  
Previous Direct Manager  
Four (4)  
lowellsmithatx@soldsie.com  
Gabe is an accomplished and successful Sales Manager. He consistently hired well, trained superbly and managed his team to above expectation performance. In addition, he offered system-wide performance improvements and volunteered to coach and mentor struggling reps on other teams. His commitment to the company and his craft is without question and I wholeheartedly recommend him for any sales management role.