

Gabriel Colvin Wolf

55 Valparaiso ST, San Francisco, CA 94133 | mobile: 510.701.5751 | gc.wolf@gmail.com | linkedin.com/in/gabrielwolf

Profile

I started my career as a data analyst and progressed through nearly every facet of SaaS organizations. I have learned to tell data-driven stories, communicating complex ideas in simple English. I have built a unique perspective focusing on how organizations go to market, operate, and grow, with an emphasis on marketing, product, and sales.

Experience

LUCID

OAKLAND, CA

MARKETING AND SALES

FEB 2017 – JUN 2017

- Designed outbound campaigns for both direct and channel sales utilizing email, e-book, blog posts, and webinar.
- Spearheaded refresh of marketing model to score, nurture, and engage with qualified leads for sales team.
- Developed highly targeted messaging and refined buyer personas to increase engagement and drive business.
- Incorporated customer engagement metrics in upsell process, developed process for CSM team to utilize.

ENERNOC

BOSTON, MA

PRODUCT MARKETING MANAGER

JUL 2014 – OCT 2016

- Overhauled web analytics program, shortening time-to-value and time to revenue recognition. Reported to executives and board.
- Executed outbound email campaign with highest click through rate to-date, using big data analytics for targeted segmentation.
- Developed data-driven marketing proof points program. Proof points featured in analyst coverage, quarterly earnings calls, industry publications, case studies, company website, etc.

TECHNICAL CUSTOMER SUCCESS MANAGER

FEB 2012 – JUL 2014

- Managed full cycle customer relationships with clients including BAE Systems, State of Massachusetts, and Blackstone Group. Achieved up-sell and/or cross-sell at 12 strategic accounts.
- Worked as energy and sustainability subject matter expert, consulting with customers to set organizational goals, create plans, and execute projects using EnerNOC's SaaS analytic framework.
- Supported sales team to tell data-driven stories, customizing solutions to prospects based on their current and desired states.

DATA ANALYST

JAN 2011 – FEB 2012

- Supported settlement with grid and utilities, analyzing energy usage data to quantify energy savings and flag anomalies, enabling revenue recognition on >\$30M in yearly assets.
- Reduced corporate risk through tool creation and process improvement, allowing faster, more accurate settlement with utilities and automating processes saving >1,000 FTE hours/year. Worked as subject matter expert on particularly complex assets.

POWERADVOCATE | ENERGY SPEND ANALYST, CO-OP

JAN 2010 – JUL 2010

NATIXIS GLOBAL ASSOCIATES | SALES MANAGEMENT AND DATA ANALYST, CO-OP

JAN 2009 – JUL 2009

Education

NORTHEASTERN UNIVERSITY | BACHELOR OF SCIENCE, ECONOMICS

2007-2012

Gordon Undergraduate Leadership Program | Sigma Phi Epsilon Fraternity

DELFT UNIVERSITY OF TECHNOLOGY, NETHERLANDS | SUMMER STUDY ABROAD

2010

Sustainable design of buildings and urban transportation systems: US/European Perspectives

Additional

SKILLS: Data & Analytics: Excel, SQL, R, Python, Salesforce, Tableau, Google Analytics, Git, VBA, STATA, SPSS. Other: HTML, Final Cut Pro, Photoshop. Conversational Spanish.

COMMUNICATION & OUTREACH: Paper presentation at Behavior, Energy & Climate Change Conference in partnership with MIT (2015). Conference & Workshop customer education program developed for value-based marketing campaigns (2014).

INTERESTS: American Cancer Society: DetermiNation team. Big Brothers Big Sisters: Big Brother/Mentor. Ice Hockey, Running.