

# Hannah Ajikawo



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<https://www.revenuefunnel.co.uk>

## Summary

Everyone is focused on generating leads and finding the best new sales hack to capture the attention of their biggest prospects. This is necessary. But what happens next? How do you get your sales team to move a prospect from generally interested ->to superbly qualified pipeline ->to an excited customer and business advocate? I have 15 years of experience working for large global SaaS businesses and small disruptive startups.

It's been fun. But, there's nothing I LOVE more than enabling people to reach their ultimate potential. How do I do this?

### At Skaled

I partner with CMOs, CROs & Heads of Enablement to:

- Refine, build and deploy sales processes
- Develop sales methodology & embed this into the sales ecosystem
- Develop Sales L&D programs
- Build tactical, deeply integrated Sales Playbooks

### At Revenue Funnel

I partner with Sales Leaders and CEOs to coach GTM teams to get comfortable being uncomfortable. This breaks bad habits, helping them to rethink their approach to sales and drive more customer-centric sales engagements.

### Results

- Sales reps I've coached have hit target in their second month.
- Customer Success teams have expanded accounts by 50% in a single year
- SDR ramp time reduced by 25%
- AE Average contract value increased by 44%

### Clients approach me when:

- Deals are constantly getting stuck in the pipeline
- Only 10-20% of Sales Reps are hitting quota
- They need their Sales Reps to ramp up quickly
- There's too much inconsistency in sales performance
- The GTM Strategy is incoherent and not delivering as planned

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## Experience



### Practice Lead, GTM Strategy, EMEA

Skaled Consulting

Dec 2021 - Present (1 year 4 months)

I lead the EMEA business for Skaled. Helping to support market leading businesses as they transform their Revenue Orgs for the #futureofsales

I oversee all client commercial relationships in the region. Part of this luxury involves setting the strategy for Revenue Operations, Global Sales Enablement Programs and overall GTM. I am accountable for the delivery of complex, multi-stakeholder programs and I love it!

We're doing incredible work in these areas

- Building Revenue Operations Models
- New Business Development Strategy
- B2B startup strategy
- Market segmentation and Target Addressable Market analysis
- Tech stack optimization - examples include: Salesforce.com, Hubspot, Outreach, Vidyard, Seismic, Insight Squared (IS2), Lean Data, Spekit
- Sales Leadership Training & Cross-functional Team Leadership
- Solution Selling, Value-based Selling, Challenger training programs and coaching

Responsible for 20% of top line revenue

## **Interim CRO**

### **SQA Group**

Jan 2023 - Present (3 months)

Helping business leaders make the seemingly immeasurable, measurable and actionable through advanced data and analytics.

I act as the connective tissue across the revenue org. I am focused on architecting the customer journey that delivers impact for clients while driving sustainable revenue for the business.

## **Director of Global Partnerships**

### **Sistas In Sales**

Jan 2021 - Present (2 years 3 months)

Sistas in Sales (SIS) is a community for women of ~4,000 colour sales professionals to network, advance their careers and most importantly, find sisterhood. SIS partners with bold, forward thinking global organisations that are proactively addressing the lack of women of colour in leadership and sales roles.

As the community gains more and more momentum, I have 2 core objectives

1. Continue leading our expansion into Europe, through mutually beneficial partnerships with organisations who are proactively working to create change in their businesses and communities.
2. Connect with incredible women of colour (Black, Asian and Latin X) who are in sales or thinking about entering into sales as a career.

Join me on Slack -- it's a faster, simpler way to work. Sign up here, from any device: [https://join.slack.com/t/sistasinsales/shared\\_invite/zt-56ik3oj4-7eW4dnNy6uSJEcg7RPXXUA](https://join.slack.com/t/sistasinsales/shared_invite/zt-56ik3oj4-7eW4dnNy6uSJEcg7RPXXUA)



## **Go-To-Market Advisor**

Viledge

Apr 2022 - Present (1 year)

Viledge makes it's easy for companies to create moments of joy for their employees & clients through carefully curated gift boxes sourced from independent, Black owned businesses.



## **Founder & Sales Consultant**

Growth Mode Ltd

May 2020 - Present (2 years 11 months)

I help startups to sell better by fixing the bottlenecks in their sales processes and coaching the sales team to sell more, more often.

Sales process and methodology form the foundation of any sales playbook and I build and refine the foundations to improve overall outcomes from sales enablement and operations teams.



## **Executive Member**

Pavilion

Dec 2020 - Present (2 years 4 months)

The Revenue Collective is a private, invitation-only community of sales and marketing executives at growth-focused companies.



## **Member**

Black Tech Sales Network

Oct 2020 - Present (2 years 6 months)



## **Startup Mentor - Sales Strategy & Training**

City Launch Lab

Sep 2020 - Present (2 years 7 months)



## **Member**

RevGenius

Sep 2020 - Present (2 years 7 months)

RevGenius is a group of revenue-generating sales and marketing professionals brought together to learn, share, support, and grow with each other. You can consider us your alt work family!



## **Senior Sales Strategy Consultant**

Skaled Consulting

Jan 2021 - Dec 2021 (1 year)

Today's buyers demand value-driven interactions. Skaled supports an organization's need to meet those demands using our unique approach that combines modern sales strategy, intentional digital presence, and quality execution. Our proven methodology is designed to accelerate sales impact, helping organizations achieve measurable and sustainable results.

Consulting engagements:

- SDR Manager - onboarded 5 new reps, 95% hit month 1 ramp target. doubled teams output inside 3 months.
- VP Sales - within 2-3% forecasting accuracy across 2 quarters. 100% quota attainment, coached underperforming rep from 63% attainments to 123% inside 3 months.
- Enterprise Sales Enablement Program Manager
- Sales Trainer
- Sales Leadership Training Program Lead - leading fast start Sales Leaders program to accelerate ramp time and team impact.
- VILT Training Lead
- SKO - Sales Kick Off Presenter - Fortune500



## **Go-To-Market Advisor**

**Softbrik**

Feb 2021 - Oct 2021 (9 months)

Softbrik helps you to understand what you need to know, right now, about your product, service, people and customers.

By leveraging voice technology, organisations can now create fast, frictionless feedback loops with no code bringing the "human touch" back into service delivery. This is REAL Voice of Customer and Employees.



## **Enterprise Consultant - Data Strategy & Privacy Risk Management**

**Anonos: Data without the drama**

Nov 2019 - May 2020 (7 months)

Anonos® enables lawful analytics, AI and ML that preserves 100% of data accuracy while expanding opportunities to ethically share and combine data. Anonos' dynamic pseudonymisation technology reconciles conflicts between protecting the rights of individuals and achieving business and societal objectives to use, share, combine and relink data in a lawful manner. Anonos' patented Variant Twins® enable sharing, collaboration, and analytics of personal data by technologically enforcing dynamic, fine-grained privacy, security and data protection policies in compliance with the GDPR and other evolving data privacy regulations. Anonos overcomes the shortcomings of other solutions that were "good enough" before the GDPR and evolving global data privacy laws, but fail to support new requirements for lawful analytics, AI and ML.

Gartner awarded Anonos "Cool Vendor" status for its innovative BigPrivacy® technology that creates non-identifying Variant Twin versions of personalized data to enables Heads of Data Analytics, Chief Data Officers, Chief Innovation Officers, Chief Marketing Officers, Chief Medical Officers and Chief Risk Officers to maintain the confidentiality of personal data for lawful data sharing and collaboration, profiling, relinking for next best action analysis, and secure Multi-Party Computing (MPC).



## **Go-To-Market Lead**

**Seenit**

Nov 2018 - Nov 2019 (1 year 1 month)

Seenit is an enterprise video creation platform which helps brands and organisations co-create video with employees, fans, journalists and experts from around the world. It's a tool which makes it easy to direct and collect video from smartphones, by setting tasks within the app; the target 'crew' follow the

instructions and upload video. The content arrives to a central private online studio where films can be quickly edited and distributed out to all channels.

It is a way for organisations to engage with the people who are most passionate about the brand and empower them to be the content creators.

[www.seenit.io](http://www.seenit.io)



## **Business Development Director**

Acxiom

Sep 2016 - Oct 2018 (2 years 2 months)

Acxiom (Nasdaq: ACXM) is an enterprise data, analytics and software as a service company. For more than 40 years, Acxiom has been a global leader in harnessing the powerful potential of consumer data to strengthen the connections between people, businesses and their partners.

As the developer of some of the largest and most sophisticated business intelligence and marketing databases in the world, we design and implement solutions that can help clients:

- Understand their customer base
- Improve customer acquisition and retention
- Grow the value of customer relationships
- Analyse costs to plan more effectively for CRM and IT initiatives
- Manage and integrate large volumes of data

When companies work with Acxiom, we make it easy for them to establish strong ties with customers by helping them better understand what customers like, what they want and the best ways to communicate with them. Acxiom's information management solutions help close gaps in customer knowledge and deploy that intelligence for sustained business growth.



## **Senior Business Development Director**

Cloud.IQ

Nov 2015 - Aug 2016 (10 months)

Working with companies to develop and execute innovative CX programmes and eCommerce growth strategies.

For the last 10 years, cloud.IQ software has helped turn web traffic into paying customers for 1000's of businesses worldwide. Our tools plug easily in to websites and mobile applications, working seamlessly together via one universal 'tag', giving e-commerce businesses one of the simplest and most effective ways to boost sales.



## **Sales Manager**

Teradata

Jul 2014 - Nov 2015 (1 year 5 months)

Teradata is a proven industry leader of integrated marketing applications, fueled by a high-performing team of enterprise marketing experts. We can help you make the best business decisions possible by providing advanced marketing applications, consulting services, implementation and post-implementation support and analytics for your data-driven marketing program.

As a leading ESP, we integrate email, mobile, social and offline channels into a single-point campaign management solution.

I am responsible for new opportunities to partner with innovative and inspiring organisations who are looking at ambitious growth targets over the next few years. Building on my experience with data and business intelligence, I work alongside companies like yours who are looking to maximise on the returns that can be gained through a multi-channel single customer view.



## **Senior Business Development Manager**

**Bureau van Dijk - A Moody's Analytics Company**

May 2012 - Jul 2014 (2 years 3 months)

I am responsible for identifying ambitious, forward thinking companies who regard business intelligence as a resource to sustain growth and retain revenue. Bureau van Dijk's breadth of software and data solutions exist to support the core operations of organisations globally. Both large and small private and public sector organisations rely on Bureau van Dijk's data to mitigate risk, identify opportunities and comply with sector regulations.

Day to day I manage Business Development Representatives whilst holding a sales number



## **Business Partner Account Manager - Charities, Membership, Leisure & Finance**

**Experian**

Jul 2010 - May 2012 (1 year 11 months)

In my role as a Business Partner Account Manager, I am responsible for managing, broadening and growing our business partnerships. With a key focus on Charities, Membership, Leisure and Finance, I work closely with solution and service providers who aim to add value, and enhance their current service offerings.

If you work with companies who handle any kind of contact information; then Experian QAS can work with you and your customers to help them drive value from their contact information, by implementing a robust data management strategy.



## **Internal Account Manager**

**Experian**

Oct 2009 - Jun 2010 (9 months)

Management of existing SME accounts with a focus on retaining revenue and identifying suitable opportunities to grow customer relationships.



## **Business Development Executive**

**Experian**

May 2009 - Oct 2009 (6 months)

First stage of the graduate scheme. Responsible for renewing existing business and setting up appointments for senior Business Development Managers.



## **Graduate Recruitment Consultant**

The Workbank Recruitment Consultancy

Sep 2008 - May 2009 (9 months)

Small graduate recruitment agency affiliated with Leicester University. Graduate entry-level sales role.

## Education



**The University of Manchester**

Criminology and Social Policy, Social Sciences

2005 - 2008



**Elizabeth Garrett Anderson School for Girls**

1998 - 2003

## Licenses & Certifications



**Introduction to GDPR - UCL**



**Understanding the GDPR - University of Groningen**



**Learning Information Governance - LinkedIn**



**Understanding and Prioritizing Data Privacy - LinkedIn**



**Big Data Analytics: Opportunities, Challenges & The Future - Griffith University**



**Digital Skills - Accenture**



**The Persuasion Code: The Neuroscience of Sales - LinkedIn**



**Business Development: Strategic Planning - LinkedIn**



**Business Problems & Software Solutions - Deakin University**



**B2B Marketing on LinkedIn - LinkedIn**



**Growth Hacking Foundations - LinkedIn**



**Delivering an Authentic Elevator Pitch - LinkedIn**



**Jodi Glickman on Pitching Yourself - LinkedIn**

 **Improving Your Listening Skills** - LinkedIn

 **Creating Your Sales Process** - LinkedIn

 **Social Media Marketing for Small Business** - LinkedIn

 **Cultivating a Growth Mindset** - LinkedIn

 **Marketing Foundations: Consumer Behavior** - LinkedIn

 **The Future of Workplace Learning**

 **Instructional Design: Adult Learners** - LinkedIn

## **Skills**

Project Management • Account Management • Negotiation • New Business Development • Business Intelligence • Analysis • Business Analysis • B2B • Database Mining • International Sales

## **Honors & Awards**

 **Experian QAS - SME Sales Person of The Year** - Experian QAS

Apr 2011

As part of the Business Partner team at Experian QAS, I was commended for my work in nurturing the relationships we had within the SME division and exceeding my annual sales targets.