

Bill Hyatt

Senior Director, Sales Engineering & AI Solutions | Enterprise GenAI • LLM • CCaaS • Cloud
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EXECUTIVE SUMMARY

Pre-Sales and Solution Engineering leader specializing in GenAI, LLMs, cloud architectures, and enterprise technical sales with 20+ years of experience transforming complex technical narratives into executive-level business value. Known as "The Professor" for a consultative, educational presence that demystifies Generative AI, Large Language Models (LLMs), and machine learning architectures for C-suite and enterprise buyers alike. Proven track record scaling ARR from \$10M to \$125M, sustaining 60%+ win rates, and accelerating sales cycles by 25% through disciplined AI-augmented pre-sales frameworks, agentic automation, and repeatable POC methodologies. A trusted bridge between field intelligence and product R&D — directly influencing four major GenAI product launches and steering millions in AI pipeline to close.

IMPACT AT A GLANCE

\$10M → \$125M ARR Growth	60%+ Win Rate	25% Shorter Sales Cycle	+40% via AI SE Bandwidth
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CORE COMPETENCIES & TECHNOLOGY STACK

Generative AI (GenAI)	LLMs & Foundation Models	Agentic AI Workflows	CDP & Data Activation
AI Prompt Engineering	MarTech / AdTech	NLP / Conversational AI	Pre-Sales / Sales Engineering
Solution Architecture	Technical Discovery	Demo & POC Design	Value Engineering
ROI / Business Case Dev.	Executive Presentations	RFP / RFI / Proposals	Cloud Platforms (AWS, GCP)
CCaaS / Contact Center AI	APIs & System Integration	CRM: Salesforce, HubSpot	SOC2/ISO/HIPAA/PCI-DSS

Pre-Sales, Solution Architecture, GenAI / LLMs, Generative AI, Large Language Models, Agentic AI, RAG Architectures, Retrieval-Augmented Generation, NLP, Conversational AI, Proof of Concept, Technical Discovery, Stakeholder Management, Enterprise Demos, Partner Enablement, Sales Enablement, Competitive Intelligence, Revenue Growth, Team Leadership, CDP, customer data activation, MarTech, AdTech

PROFESSIONAL EXPERIENCE

Senior Director, Sales Engineering | [Invoca](#) | 2016 – Present

Enterprise Conversation Intelligence, Generative AI SaaS & CCaaS Quality Assurance

- Scaled ARR from \$10M to \$125M** by architecting repeatable AI-led pre-sales motions — including LLM-powered demo environments, GenAI-assisted RFP automation, and RAG-based knowledge workflows — that elevated win rates above 60% head-to-head.
- Team Leadership:** Recruited, coached, and scaled a national Sales Engineering team to 110%+ quota attainment and 95% retention — consistently executing enterprise pre-sales motions across AI, CCaaS, and cloud platforms.
- Hands-On Pre-Sales Execution:** Personally led executive demos, technical discovery, solution design, and deal strategy on named enterprise motions — remaining an active individual contributor alongside team leadership to win the highest-stakes opportunities.
- Led GenAI product co-development:** Built structured field-to-lab feedback loops connecting pre-sales insights directly to R&D, unblocking multi-million-dollar pipelines and steering four major Generative AI and NLP platform launches to market.

- **Agentic AI Automation:** Deployed AI agents and LLM-powered automation across pre-sales workflows, increasing Sales Engineering bandwidth by 40% and cutting manual effort on high-volume technical deliverables by 90% (RFP velocity).
- **Enterprise AI Discovery & Solution Design:** Led executive discovery sessions mapping customer pain to measurable outcomes using AI-assisted value engineering frameworks, increasing ACV by 30% and shortening cycles by 25%.
- Directed enterprise POCs and technical validations across SOC 2, ISO 27001, HIPAA, GDPR, PCI-DSS at 60%+ close rates; reduced objection-resolution time 20% via pre-sales/R&D feedback loops that accelerated LLM and conversational AI launch readiness.

Manager, Sales Engineering | **Information Builders, Inc.** | 2012 – 2016

Enterprise BI & Data Analytics — Acquired by TIBCO

- Led regional Sales Engineering and Solutions Architecture team to #1 global sales region — earning 7 President's Club awards and SE of the Year recognition.
- Shifted pre-sales messaging from feature-level selling to AI-forward, value-based business cases with quantified financial outcomes, driving marquee enterprise wins.
- Engineered repeatable validation playbooks with embedded ML and analytics use-case frameworks across a multi-state footprint, producing consecutive years of hyper-growth.

Senior Business Intelligence Manager | **Level 3 Communications** | 2007 – 2012

Global Enterprise Telecom & Data Infrastructure — now Lumen Technologies

- Built executive analytics frameworks leveraging predictive modeling and behavioral data to improve forecast accuracy by 30% and guide corporate sales strategy.
- Designed data-driven upsell playbooks by analyzing product adoption curves and ML-informed churn vectors, resulting in measurable expansion revenue.

Principal Solutions Engineer & Software Developer | **Intrado** | 1996 – 2006

Mission-Critical Data & High-Availability 9-1-1 Telecommunications

- Invented and patented technical integration and intelligent call-routing solutions for high-availability 9-1-1 systems, demonstrating deep product architecture and systems engineering expertise.
- Led developer squads on national database infrastructure and engineered scalable Geo-Targeted Mass Notification (Reverse 9-1-1) system with zero-downtime requirements.

SELECTED EXECUTIVE WINS

- **12x ARR Scale (\$10M → \$125M):** Accelerated enterprise revenue through AI-augmented pre-sales playbooks, GenAI demo environments, and LLM-powered solution mapping that drove sustained 60%+ competitive win rates.
- **GenAI & LLM Product Growth:** Spearheaded field-to-lab feedback loops that unblocked multi-million-dollar AI pipelines and directly shaped four major Generative AI and NLP product launches.
- **Agentic Automation at Scale:** Deployed AI agents and automated pre-sales workflows that shortened enterprise sales cycles by 25% and accelerated RFP velocity by 90%.
- **AI Workforce Multiplier:** Increased Sales Engineering capacity by 40% through strategic GenAI tooling, enabling the team to handle greater deal volume without headcount growth.

EDUCATION

Master of Business Administration (M.B.A.) — Regis University

B.S., Accounting — Chancellor University

A.S., Computer Science — Midwest Institute of Technology

AWARDS & CERTIFICATIONS

2× Employee of the Year • 3× President's Club • 4× Sales MVP • SE of the Year • 7× President's Club (IBI) • Google Ads / Analytics Master Certified • Patent Holder — Intelligent Call Routing & Integration