

# BILL HYATT

Senior Director, Sales Engineering & AI Solutions

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*Most candidates show up to an interview.  
Bill Hyatt shows up prepared to start work.*

# Who Is Bill Hyatt?

*Four dimensions. One difference-maker.*



## The Humanitarian Leader

Coaching, elevating, and mentoring SE teams to personal and professional heights.



## The Professor

Removing jargon, simplifying complexity — every room leaves smarter and aligned.



## The Technical Powerhouse

GenAI, LLMs, RAG, APIs, CCaaS — full-stack fluency from architecture to close.



## The Value Architect

ROI frameworks, business case development, and the cost of doing nothing.

# Theme 1: The Humanitarian Leader

*Elevating people is the highest form of leadership.*



## The Plus-One Principle

Committing to executing just 1% better every day. Market dominance is built in daily increments, not quarterly sprints.



## The Individual Approach

Understanding what makes each person tick — aligning personal happiness with professional achievement to unlock peak performance.



## Retention & Growth

95% annual team retention and 110%+ quota attainment, sustained through empathetic coaching, active mentorship, and retrospective learning.

95%

Team Retention

110%+

Quota Attainment

# Theme 2: The Professor

*"My goal is never to be the smartest person in the room — it is to ensure the room leaves smarter."*

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## Removing Jargon

Translating complex AI architectures, APIs, and technical workflows into clear, executive-level business narratives that drive alignment and urgency.



## Simplifying the Complex

Whether presenting to engineers or skeptical C-suite buyers, the approach is always the same: meet people where they are, then elevate them.



## The Room Leaves Smarter

Every demo, every discovery session, every technical review is a coaching moment — one that builds trust, confidence, and a path to close.

## "The Professor"

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*Known for a calm, data-backed approach to executive advisory that simplifies complexity into confident action.*

# Theme 3: The Technical Powerhouse

Full-stack credibility — from architecture and integration to GenAI and compliance.

## AI & Architecture

Generative AI (GenAI)

LLMs & Foundation Models

Agentic AI Workflows

RAG Architectures

NLP / Conversational AI

CDP & Data Activation

MarTech / AdTech

AI Prompt Engineering

ML Pipeline Design

Solution Architecture

## GTM & Compliance

CCaaS / Contact Center AI

APIs & System Integration

Demo & POC Design

Technical Discovery

Cloud Platforms (AWS, GCP)

CRM: Salesforce, HubSpot

RFP / RFI / Proposals

Value Engineering

SOC2 / ISO / HIPAA / PCI-DSS

2 U.S. Patents

**\$10M**



**\$125M**

ARR

**60%+**

Win Rate

**40%**

SE Bandwidth↑

# Theme 4: The Value Architect

*Every prospect deserves a solution engineered for maximum return in minimum time.*

## ROI-First Discovery

Deep business research before every engagement — understanding the prospect's ICP, challenges, and objectives, then mapping solutions directly to financial outcomes.

## Custom ROI Calculators

Building business-case frameworks and ROI calculators tied directly to the specific use cases each prospect is solving for — not generic decks, but precision instruments.

## The Cost of Doing Nothing

Guiding prospects through the financial implications of inaction — creating urgency grounded in their own data, not sales pressure.

90%

RFP Velocity↑

30%

ACV Increase

# I Make a Difference Every Day.

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*You can interview dozens of candidates.*

*What makes someone stand out is when you can already see them working for you — contributing, elevating, and winning.*



Humanitarian Leader



The Professor



Technical Powerhouse



Value Architect