

Alfredo Metoyer

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SUMMARY

Growth and GTM leader with 10+ years of experience shaping commercial strategy and bringing complex B2B technology to market across SaaS, AI, FinTech, and emerging technology. Connects customer insight, positioning, product strategy, pricing, and go-to-market execution to create narratives that convert, products that resonate, and revenue motions that scale.

EXPERIENCE

Director of Growth

Retentics AI | D2C Lifecycle Retention AI

January 2026 - Present, Pasadena, CA

- Owned the zero-to-one GTM strategy, using customer and market insights to redefine the ICP, sharpen positioning, and translate complex AI capabilities into segment-specific narratives and value propositions across web, sales, organic, and paid channels.
- Built a Clay-powered acquisition engine that sourced, enriched, and scored 20K+ ICP decision-makers, then activated priority segments through signal-based multichannel campaigns, generating ~\$288K in annualized qualified pipeline in six months.
- Replaced founder-led sales with a repeatable consultative sales motion, leading discovery, pitches, and closes firsthand, then codified qualification criteria, scripts, objection handling, and follow-up workflows used to coach SDRs.
- Reshaped the product roadmap with Product and Engineering, evolving the core AI replenishment model and product experience to accelerate first value, retention, and expansion, driving 4x growth in trial starts and an 11-point increase in logo retention.

GTM Strategist & Growth Operations

Botrista | AI Food & Beverage Robotics

March 2024 - November 2025, Los Angeles, CA

- Built segment-specific GTM strategies across QSR, restaurants, higher education, healthcare, and contract foodservice, tailoring positioning, messaging, landing pages, case studies, pitch decks, one-pagers, and outbound narratives to each market.
- Codified a repeatable multichannel prospecting system for a 30+ person field sales team, orchestrating in-person visits, cold calling, email, LinkedIn, and retargeting, helping drive a 69% lift in sales-qualified meetings.
- Built an AI-driven ICP sourcing and enrichment workflow in n8n, using targeted web scraping and waterfall enrichment to source, validate, score, and refresh 10K+ decision-maker records in Salesforce, expanding verified account coverage from ~35% to 90%+.
- Rebuilt Salesforce GTM infrastructure across lead routing, campaign tracking, pipeline visibility, attribution, and Sales handoffs, saving AEs 5+ hours weekly while improving activity capture and forecast visibility.

Director of Growth

DailyKarma | D2C Nonprofit FinTech

September 2022 - March 2024, Remote

- Overhauled DailyKarma's commercial strategy using customer, product, and market evidence to refine the ICP, sharpen messaging, reposition the enterprise offering, and restructure pricing, driving 34% YoY ARR growth and ~20% higher ACV.
- Replaced an outbound agency with an in-house multichannel acquisition engine, automating ICP sourcing, enrichment, segmentation, and activation across email and LinkedIn, increasing SQLs 207% while reducing CAC 65%.
- Owned enterprise sales end to end, leading executive discovery, multi-stakeholder solution design, demos, RFPs, and proposals for brands including OLLY, L'Oréal, and Quay.
- Shaped the product-led growth motion across activation, retention, and expansion, partnering with Product and CS to improve onboarding, lifecycle engagement, and adoption of higher-value features.

Marketing Technology Director

MyHome | PropTech & FinTech Consultants

October 2018 - September 2022, Los Angeles, CA

- Led MyHome's commercialization and GTM strategy, turning product innovation into differentiated positioning, thought leadership, and growth programs that increased net-new clients ~30% YoY.
- Enabled a 20+ person field sales organization with segment- and account-specific messaging, pitch decks, one-pagers, presentations, product training, and workflow automation that strengthened territory execution and client growth.
- Planned and executed field-marketing programs across conferences, speaking engagements, mastermind gatherings, executive dinners, customer events, and product launches, contributing to nearly 2x market-share growth across priority territories.
- Expanded the MyHome App from an internal digital-closing tool into a multi-partner platform, translating product innovation into differentiated market positioning and earning an Inman Innovator of the Year nomination.

Enterprise Solutions Consultant

XBP Global | Enterprise AI, FinTech, & BPM

April 2015 – October 2018, Santa Monica, CA

- Led end-to-end solution strategy and deployment for 20+ white-label data science, FinTech, and BPM products, translating enterprise needs into configurable offerings for financial services, government, healthcare, and nonprofit clients.
- Owned RFP and pre-sales strategy, translating complex enterprise requirements into tailored solution narratives, proof-of-concept demos, and business cases that helped close six- and seven-figure pilots with Farmers Insurance, Santander Bank, and DHS.
- Incubated five B2B ventures by identifying commercial opportunities within enterprise engagements, validating customer demand, testing positioning and GTM strategy, and building proofs of concept to generate pilot demand before full-scale investment.

Business Analyst

XBP Global Enterprise AI, FinTech, & BPM

February 2014 – April 2015, Santa Monica, CA

- Evaluated new-market opportunities through market research, competitive analysis, and opportunity sizing, translating findings into executive recommendations for positioning, market entry, and product strategy.
- Built GTM validation programs across landing pages, sales collateral, paid media, cold outbound, and web analytics, tailoring messaging by segment and using demand and conversion signals to inform go-to-market decisions.

SKILLS

GTM & Commercial Strategy: GTM Strategy, ICP Definition, Market Segmentation, Positioning & Messaging, Value Proposition Development, Pricing & Packaging, New-Market Development

Product Marketing & Commercialization: Customer Research, Competitive Intelligence, Product Commercialization, Product Launches, Product Narratives, Market Validation, Product Adoption

Consultative Sales & Deal Strategy: Executive Discovery, Opportunity Qualification, Solution Design, Multi-Stakeholder Sales, Proposal Development, RFPs, Objection Handling, Deal Progression

Pipeline & Demand Generation: ABM, Multichannel Outbound, Cold Outreach, Thought Leadership, Lifecycle Marketing, Account Prioritization, Pipeline Growth

Sales Enablement & Storytelling: Pitch Decks, Case Studies, One-Pagers, Executive Messaging, Customer-Facing Collateral, Sales Training

Field & Relationship Marketing: Executive Dinners, Customer Events, Partner Activations, Speaking Engagements, Conferences, Field Programs

GTM Systems & Automation: Salesforce, HubSpot, Clay, n8n, Reply, Mixmax, Lead & Account Scoring, Workflow Automation

EDUCATION

Azusa Pacific University

B.A. Psychology Coursework • 2011– 2014

- Track & Field Athlete