



# BRUCE KOPKIN

Revenue Acceleration & GTM Specialist



## RELEVANT EXPERIENCE

Bruce has served as a senior revenue leader and CRO/CSO specializing in sales and customer success transformation, GTM alignment, revenue acceleration, and pipeline performance improvement. His roles include:

### Partner – Revenue Growth, TechCXO

Serves as a change agent or fractional CRO for early-stage, growth-stage, and PE-backed companies. Leads GTM transformations, restructures underperforming sales teams, and delivers measurable improvements in revenue growth, forecast accuracy, win rates, and customer retention.

### Head of Sales, CTS Systems

Leads global revenue expansion for a market leader in hospitality commission management. Driving enterprise growth across hotel chains, TMCs, and supplier partners while expanding global market presence.

### Head of Partnerships, myRiva

Oversees partner and channel strategy for the first AI-powered open travel marketplace. Supports 565% YoY growth and pre-IPO scaling with marketplace expansion and strategic alliances.

### Chief Revenue Officer, Cerebri AI

Developed GTM strategy, hired the sales team, and secured the company's first enterprise customers. Improved close rates and reduced the sales cycle by two months.

### Vice President of Sales & Marketing, DVI

Led sales through pandemic-era travel disruption, increasing average deal size by 41%. Played key role in driving growth ahead of a successful PE acquisition.

### EVP of Sales, Marketing & Support, GT Software

Turned around a struggling software business, increased customer retention from 86% to 97% and grew license margins by 22%. Returned the company to profitability in six months.

### Vice President of Sales, Lectra

Doubled revenue in year one and drove 113% YoY account growth through targeted campaigns. Improved win rate by 33% through sales process realignment.

### Executive Roles, inc. IBM, JDA Software, ABB, Honeywell

Held senior sales and executive positions across software, manufacturing, cybersecurity, and SaaS. Built GTM teams, drove revenue growth, and executed successful turnarounds.

## PERSONAL STATEMENT

I don't see revenue as a function, but as a system. One that only works when sales, marketing, and customer success are aligned, accountable, and moving in sync. With over 40 years of executive experience, I've helped early-stage, growth-stage, and PE-backed companies transform siloed go-to-market efforts into high-performing revenue operations.

My approach is practical and scalable: less about quick wins than sustainable growth. Working side-by-side with founders, operators, and investors, I've led turnarounds, repositioned GTM strategies, and built teams that deliver real results, from increasing win rates to shortening sales cycles, growing margins, and improving customer retention. Whether it's accelerating SaaS revenue, expanding pipelines, or mentoring sales and CS leaders, I focus on the execution side of strategy where growth actually happens. Ultimately, if it doesn't scale, it doesn't work.

## PRACTICE FOCUS

### Strategy & Revenue Growth

- Strategic & Business Planning
- Go-to-Market Planning
- Messaging Development
- Sales Dist. & Channel Strategy
- Market Analysis
- Product Marketing Mgmt.
- Product/Service Market Fit
- Strategic Partnerships
- Forensic Sales Health,
- Pipeline & Forecast Analytics
- Leadership Coaching

### Revenue Optimization

- Extended Team Alignment
- Revenue Operations
- Revenue Assessments
- Upsell and Cross-Sell
- Opportunity Management
- Pipeline Forecast Mgmt.
- Sales & Revenue Enablement
- Sales Process Design
- Sales Management
- Sales Manager Coaching
- Sales Talent
- Sales Excellence
- Customer Success/Retention
- Learning & Development

## SECTOR EXPERIENCE

### Commercial Products (B2B)

- Forest Products
- Fashion & Apparel
- Consumer Product Goods

### Travel & Hospitality (B2B)

- Industry Ecosystem
- ROI of Travel
- T&E Data Analytics

### Software

- SaaS
- Data Analytics
- Business & Productivity
- AI for Revenue Growth
- CyberSecurity
- Enterprise Asset Management

### Information Technology

- IT Consulting & Outsourcing
- IT Services
- Legacy Modernization
- Sales Improvement Tools

## EDUCATION

BS in Electrical Engineering, **Georgia Institute of Technology**; Int'l & Global Studies, **Harvard University**; Advanced Sales Leadership Program, **Boston University School of Management**