

# Chris Serger

Technical GTM and Field Engineering Leader for AI and Platform Companies

I make frontier technology credible to customers, useful to field teams, and adopted at enterprise scale.

Wadsworth, Ohio

cserger@pm.me

linkedin.com/in/chrisserger

chrisserger.com/resume

## EXECUTIVE SUMMARY

Technical go-to-market leader with a 25-year arc across digital marketing, SI practice building, enterprise solution engineering, field leadership, and AI-era adoption. Known for getting close to customer reality, finding the adoption bottleneck, and turning it into a repeatable field motion.

Today I lead Salesforce Solution Engineering across Marketing, Commerce, and Revenue Clouds while helping the broader field adopt practical AI programs, demo infrastructure, and operating systems.

## CURRENT SCOPE

**65**

person, three-layer SE organization

**\$1B**

AOV supported across three Salesforce clouds

**500+**

Solutions org reached through AI education

**100%**

leadership-team retention through major change

## PROFESSIONAL EXPERIENCE

### Vice President, Solution Engineering - Salesforce

Aug 2023 - Present

#### MARKETING, COMMERCE, AND REVENUE CLOUDS

- Own the field motion across Marketing, Commerce, and Revenue Clouds while scaling enablement, demo strategy, and field adoption.
- Serve on a CRO-convened cross-functional AI adoption team and act as executive sponsor for global Solutions Center of Excellence initiatives.
- Sponsor operating systems that improve solution quality, field coverage, deal inspection, customer prep, and AI enablement.
- Scout and scale practical AI/demo tools including **Saleo** and **MeshMesh**, moving pilots into broader field use so teams can deliver higher-quality work faster.
- Helped co-author the **Agentic Vision for Marketing Cloud**, informing roadmap direction, conference messaging, the Contentful acquisition, and broader build/buy/acquire judgment.
- Lead AI education across the broader Solutions organization while maintaining leadership continuity through significant organizational change.

## SYSTEMS AND AI ADOPTION PROOF

### Production Field Systems

Examples include a field command center, capacity planning, account-value intelligence, AI-assisted inspection, digital audits, and AI enablement.

### Solutions Scale

- **Saleo**: 1,000+ users, 92% utilization, 12k+ demos/year, roughly 2 hours saved per demo; now a global SE standard.
- **MeshMesh**: demo automation so SEs can build full multi-cloud environments in days, not months.
- **Global Standard Demo Environment**: unified multi-cloud marketing demo environment launched globally in June 2026.

### AI Chief of Staff

Production multi-agent executive operating system for memory, follow-through, briefings, and live leadership workflows. Peers rebuilt the pattern for their own orgs.

### Product Range

**SmoochSage** pressure-tests business questions. **eNewsEngine** runs AI-assisted content operations. **oType** explores private local AI workflow. **Stadium Stars** proves consumer product UX.

## CAREER ARC

### Vice President, Solutions Consulting - Bluecore

Mar 2022 - Aug 2023

#### RETAIL PERSONALIZATION AND MARKETING AI

- Led national solutions consulting for Bluecore during a pivotal enterprise GTM shift toward Retail 1000 customers.
- Led a national team attached to **70% of ACV across a \$75M ARR business** while rebuilding morale, operating rigor, and internal trust.
- Improved operating discipline through Salesforce adoption, enablement, workshop motions, and stronger partnership with marketing and product marketing.

### Senior Manager → Director → Senior Director, Solution Engineering - Salesforce

2017 - 2022

#### FINANCIAL SERVICES, COMMERCIAL, AND RETAIL

- Progressed from Financial Services player-coach manager to national Marketing Cloud SE leader with **5 first-line leaders and 40+ team members**.
- Built the headcount and coverage case that grew the team by **40%** and became a model for SE allocation decisions.
- Created coaching frameworks, boot camps, and enablement resources that helped standardize solution quality across the field.

### Solutions Consultant → Principal Solutions Engineer - ExactTarget / Salesforce

2013 - 2017

#### ENTERPRISE AND FINANCIAL SERVICES IC TRACK

- Joined through the ExactTarget acquisition after years as a customer and partner-side operator; named **Top Global Solution Engineer** within two years.
- Drove **\$14M+ in new business** as an individual Solution Engineer across major retail, insurance, banking, CPG, and enterprise customers.
- Served as founding solutions lead for Financial Services and helped shape the use case that became **Salesforce Distributed Marketing**, now a Marketing Cloud product beyond **\$30M**.

### Director, Interactive - C.TRAC

2009 - 2013

#### EXACTTARGET PARTNER AND SI PRACTICE BUILDER

- Built the agency's ExactTarget/SI practice, moving C.TRAC from direct-mail roots into a Platinum Partner position.
- Grew Interactive Marketing from **\$90K to \$6M**, from **1 to 40 clients**, and from **1 to 15 people**.
- Sold, solutioned, and delivered customer work personally while building the team, operating model, and partner practice.

## EARLIER FOUNDATION

- **Precision Dialogue:** financial-services marketing and ExactTarget partner experience.
- **National City:** small-business banking marketing and communications.
- **Wyse / Doner / EMI:** agency, brand, account, and creative-commercial foundation.

## RECOGNITION AND PROOF

- **Top Global Solutions Engineer** - Salesforce / ExactTarget era.
- **Multiple Peak Performer's Club invites** and numerous internal awards.
- **Published** Salesforce guide on cross-sell in Financial Services.

## EDUCATION AND SERVICE

**Miami University** - B.S., Marketing. Deep Salesforce platform foundation across marketing, data, security, integration, and enterprise architecture.

## LEADERSHIP MODEL

- **Trust and creativity:** set mission, context, and constraints; give strong people room to solve.
- **Innovation:** test plans against customers, data, team capacity, and operational terrain.
- **Teamwork:** make ownership visible, push credit outward, and build the leadership bench.

## TECHNICAL AND GTM RANGE

Field engineering	Solution engineering	Enterprise AI adoption
Technical GTM	Demo strategy	Executive buyer trust
Roadmap influence	Build / buy / acquire judgment	
Agentic systems	Marketing Cloud	Commerce Cloud
Revenue Cloud		

**Board and community service** - The Village of St. Edward board and marketing subcommittee; Sacred Heart of Jesus Finance Council; Cleveland Catholic Diocese strategic planning service.