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SUMMARY

Decades of successful sales, marketing and management exceeding quota (150%-200%), building and mentoring sales teams, providing GTM strategy and vision as part of the executive team and delivering innovation and growth with respect to marketing, sales, customer success and revenue operations.

EXPERIENCE

Kaivo

Founder and CEO

Orange County, CA

Oct 2025 – Present

- Leading all go-to-market strategy and launch preparation for an AI-native advertising platform replacing traditional agency models, targeting March 2026 commercial launch with early customers already onboard
- Driving product-market fit and customer validation initiatives, resulting in measurable outcomes including 15+ hours per week in operational savings and 20–50% reduction in wasted ad spend for early users
- Defining the customer lifecycle, ideal customer profile, and sales motion for a SaaS platform consolidating 13+ advertising platforms into a single AI-powered dashboard with autonomous optimization

CatchMoby

Founder and Chief Revenue Officer

Orange County, CA

Feb 2021 – Oct 2025

- Launch and development of multi-million dollar sales and marketing consulting and coaching firm from inception to product development and go to market strategy and execution
- Management of all operational processes including client acquisition, customer delivery, information technology, financial operations and hiring and development of staff.
- Achieved significant new customer and revenue growth goals increasing revenue YoY by 100% while maintaining profit margins in excess of 40%

Click and Chat

Founder / Vice President of Sales and Marketing

US / Europe

July 2016 – May 2020

- Overachievement of growth goals (250% revenue increase in 3 years) focused on developing overall market strategy and defining the customer lifecycle from sales to support to product development while managing a multi-million dollar P&L for a SaaS digital marketing and customer experience platform
- Instrumental in achieving record low customer churn and revenue retention metrics with focus on customer loyalty and value realization campaigns.
- Successful creation of channel and alliance partnerships which included marketing and positioning collateral, financial metrics and goals, strategic alignment and product education.
- Creation of Digital Media strategy including customer journey map, customer engagement and all onsite/offsite SEO, SEM, PPC marketing efforts.

AT&T, Inc.

Executive Director, Strategy and Innovation

US / Europe

Aug. 2010 – July 2016

- Management of global sales territory with a \$100m P&L selling large application, management and digital solutions to F500 enterprises worldwide
- Consistent overachievement of team and individual quotas (110%-220%), recipient of several awards for implementing innovation and contributing to product direction and market strategies.
- Lead the sales effort for a \$50m digital infrastructure and application outsourcing deal with a major manufacturer including management of account team, internal and external executive communication, development of business case and deal financials.
- Innovative and aggressive sales strategy lead to the first ERP cloud outsourcing deal ever sold in Asia at AT&T (\$10m) for a global hi-tech manufacturer, the first Cloud Collaboration deal ever sold at AT&T and many other major sales milestones achieved

Oracle, Inc.
Director of Application Sales

Costa Mesa, CA
Mar. 2007 – Aug. 2010

- Direction of virtual account teams selling millions of dollars of ERP Software, Application Management Services and Partner SaaS solutions to large media, healthcare, financial services and manufacturing companies.
- Aggressive sales into complete Greenfield territory of full Oracle Application Suite (ERP, CRM, EPM Hyperion, BI, PLM-Agile, etc.) including SaaS and Managed Service/Hosting solutions to midmarket and named account customers from \$100m to \$1B+
- Single handedly developed a recurring executive roundtable event where executives from existing customers and prospects shared industry trends and best practices resulting in millions of dollars of new and upsell/cross sell revenue for the region.
- Strong success coordinating internal teams and running strategic sales cycles, persuading customer executives and driving net new logos resulting in millions of dollars of Greenfield revenue.

SAP America, Inc.
Global Sales Executive

Irvine, CA
Sep. 2003 – Dec 2006

- Direct sales and management of delivery for Global 500 clients in Manufacturing and Financial Services, resulting in \$7+ million (140% of plan) in sales of consulting services and software (Supply Chain Management, EAM, BI, Analytics, Leasing, Asset/Liability Management, Basel II, Risk Mgmt, SOX Compliance, Deposits/Loans, Insurance Vertical Solutions)
- Sales cycle included forecasting, prospecting, presentation and positioning of unique consulting value proposition and portfolio of services to C-level executives around ERP, SCM, industry offerings, etc.
- Delivery cycle included overall program management over several project teams including strategic partners, single point of escalation for clients and project teams, quality assurance with respect to utilizing SAP methodology and best practices.

EDUCATION

Boston College
B.S. Arts and Sciences - Degree in Computer Science and Philosophy

Chestnut Hill, MA

Université de Grenoble
Courses in French Language, Culture, European Business

Grenoble, France

BOARD SERVICE

Nephcure - Member, Board of Directors

2018 - Present