BITWARDEN | ENTERPRISE ABM AND SALES COLLABORATION

Building the first ABM and sales-assisted motion

Building the company's first ABM and sales-assisted motion alongside its product-led and inbound business.

$25.34M
influenced enterprise pipeline | 2H 2024

574% ROI
one separate 6sense initiative

THE WORK

I built segmentation and territory logic across North America and EMEA, tiered campaigns with the 6sense DSP, and introduced healthcare and finance vertical experiments.

01 **Read account context**

02 **Choose the play**

03 **Equip the seller**

04 **Review progression**

PERSONAL EXECUTION AND COLLABORATION

I created and tested ad, email and landing-page copy and creative, established the marketing-to-Sales handoff, and coached SDRs on using account insights. Sales and RevOps partnered on scoring, routing and shared measurement in HubSpot and Salesforce.

ACCOUNT COMPARISONS

In second-half 2024 comparisons, 6sense-qualified accounts had 36% higher win rates, 33% higher average selling prices and 15% shorter sales cycles than non-qualified accounts.

WHAT THE MEASURES MEAN

The wider program influenced $25.34M in enterprise pipeline in H2 2024. Separately, one 6sense initiative delivered 574% ROI, measured against investment and closed-won business.