

JUAN CARLOS GARCIA GOMEZ

Chief Revenue Officer | VP of Sales Global/EMEA

Spain (Remote) | +34 605 599 227 | jcgarciasaas.com | jc.garcia@jcgarciasaas.com | linkedin.com/in/jc-garcia-g/

EXECUTIVE SUMMARY

Revenue and go-to-market executive with 15+ years in B2B SaaS, Enterprise and transactional software (Cybersecurity, MarTech, HealthTech and AI SaaS), leading teams across EMEA, APAC and the Americas. Proven experience in leading revenue functions with a strong understanding of Go-to-Market strategies, **cross-functional product development**, **active contributor to Product P&L and, regulatory compliance**. Builder-operator with a track record of turning strategy into repeatable execution: GTM design, org design, pricing, enablement, compensation, RevOps operating cadence, channel, and multi-segment motions.

SELECTED HIGHLIGHTS

- Interim CRO / VP Revenue (Series A Cybersecurity AI): delivered 87% YoY growth (2025) and record-breaking Q4 (3 consecutive record months); improved forecast accuracy from ~60% to ~85%; increased win rate +25% and average ACV +40%.
- Semrush (NYSE: SEMR): led International Sales Enterprise, MM and SMB (50+ sellers, 8 managers), delivering 35% growth YoY for 3 consecutive years until 2024; raised Enterprise ASP +30% and SMB/MM +25%; improved forecast accuracy to ~90%.
- Led Enterprise sales strategy for 11+ years across Wolters Kluwer and Semrush, managing complex 6- and 7-figure deal cycles with multi-stakeholder buying groups, including procurement, legal, and C-suite sponsors.

CORE LEADERSHIP CAPABILITIES

• Full-funnel revenue ownership (New Biz, Expansion, Renewals, Partnerships, RevOps) • Global GTM: segmentation, territories, ICP, AI GTM implementation, Sales Methodologies, and enablement • Org & talent: hiring, leadership development, performance management, and scaling manager layers • Pricing and compensation design; operating cadence & KPI systems • Channel: VARs/MSPs/strategic partners, co-sell motions, partner economics • Enterprise 6 and 7 figure contracts • Cross-functional product development and compliance/governance integration into GTM

PROFESSIONAL EXPERIENCE

WhatzNew AI | UK/Spain

Board Advisor – Fractional CRO AI SaaS Developer Platform | 2026 – Present

Leading the build-out of the full GTM function for an enterprise AI platform that bridges the communication gap between engineering teams and go-to-market stakeholders — turning product updates into stakeholder-ready content across Marketing, Sales, CS, and end users.

- Defining product-market fit validation and go-to-market strategy from the ground up.
- Building the phased revenue roadmap (0→\$5M→\$10M→\$20M ARR) with priority milestones across sales, marketing spend, and channel strategy.
- Designing ICPs, sales process, and methodology.
- Mapping the competitive landscape and buyer dynamics in the AI-powered content automation space (19–32% CAGR).

Pistachio AS (Series A) AI | UK / Spain

VP Revenue – Interim CRO | Feb 2025 – Mar 2026

Interim Chief Revenue Officer with full ownership of global revenue strategy and execution across Sales, Customer Success, Marketing, and RevOps. Partnered directly with CEO and Board to define growth strategy, forecasting models, and capital-efficient scaling plan post-Series A.

- Own global revenue engine across Sales, Customer Success, RevOps and Marketing; redesigned end-to-end GTM to scale SMB/MM and build an up-market motion.

- Rebuilt sales org (30+ team incl. 4 managers + 1 director) - process, methodology, AI implementation, operating cadence, enablement, and KPI system.
- Delivered 87% YoY growth (2025) and 105% YoY growth in Q4 - achieved 3 consecutive company record months in Q4 (+35%, +217%, +91%).
- Improved forecast accuracy to 85% (from 60%) by implementing stage rigor, pipeline hygiene, and weekly execution rhythm.
- Improved opportunity-to-win conversion +25% and increased average ACV +40% within 12 months through value-based selling and deal coaching.
- Reduced CAC by 25% within six months while increasing LTV by 14%; improved retention performance with GRR reaching 115% and NRR growing from 89% to 98%, driving customer retention from ~80% to 91%.

Semrush (NYSE: SEMR) | Valencia/Barcelona, Spain

VP of Sales, International (2024–2025) | AVP Sales EMEA/APAC (2022–2024) | 2022 – 2025

Senior Revenue Leader leading strategic direction for international sales across Enterprise, MM and SMB. Collaborate with senior analysts and RevOps to revamp compensation plans, channel partnerships and GTM, impacting revenue growth and market penetration.

- Led international sales strategy across EMEA/APAC for digital marketing SaaS - managed 50+ sales professionals and 8 managers across segments (SMB/MM/Enterprise).
- Delivered 35% growth in 2024 and improved revenue predictability (forecast accuracy ~90%) via improved planning, segmentation and operating cadence.
- Increased Enterprise conversion rates +35% and deal size +45% while scaling capability with structured enablement and leadership development.
- Rebuilt our sales process and Methodology for all Enterprise and decreased our sales cycle by 3 months on average and over 6 figure deals.

My Medic Eye | Valencia, Spain

VP of Sales, EMEA & Americas | 2021 – 2022

- Built commercial foundations for HealthTech start-up (EMR software + mobile apps): GTM, sales process, KPI system, and partner motion.
- Increased new business prospecting +80% and achieved double-digit growth trajectory in year one.

Wolters Kluwer Health (AMS: WKL) | Mexico / UK / Spain

Director of Sales, Southern Europe & LATAM (2016–2021) | Sr. Marketing & Sales Manager (2013–2016) | 2013 – 2021

- Led business transformation and sales operations across Southern Europe and LATAM for digital solutions (SaaS, content, workflow).
- Increased digital revenue +45% in two years and sustained multi-year double-digit growth (25%, 18%, 15%, 12%).
- Achieved ~95% customer renewal rate while expanding customer base +40% over three years via stronger value realization and account planning.

EARLIER CAREER

EMEA Marketing Director – Azimut Electronics (Valencia, Spain) | Senior Marketing Manager – BHB Marketing

EDUCATION

B.Sc. Marketing and Business Administration – ITESM-CEM University (Mexico City)
Professional Diploma in Marketing – Karls Ruprecht University (Heidelberg, Germany)

LANGUAGES

Spanish (Native) | English (Native) | German (Business beginner)