

COLTON WILLIAMS

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[LinkedIn](#) • [Medium](#) • [OpenWebUI](#) • [SEER](#)

Client-first operator with 8+ years of GTM experience, scaling revenue across SaaS, AdTech, AI sectors.

The University of Chicago Booth School of Business
Master of Business Administration - MBA June 2026

UNIVERSITY OF WISCONSIN - MILWAUKEE
Bachelor of Business Administration

Independent Consulting /

Aug 2024 - Dec 2025

School

- Advise AI and AdTech companies on sales process optimization, enterprise GTM strategies, and go-to-market execution across SaaS, martech, and automation platforms
 - Clients include Intellibright, Sailes AI, BetterU, AlphaSights
- Scaled Intellibright [partnership](#) with [Nexad](#) to become first agency with native AI advertising platform, transitioning Google Ads spend to AI-driven solutions

Google

June 2021 - Aug 2024

Account Manager

- Managed **\$40M** ARR portfolio in ad spend, achieving **>110%** attainment per quarter while maintaining equal revenue split between account growth and new logos
 - Applied sales methodologies (**MEDDIC/MEDDPICC, Challenger, Value-Based**) to drive success
- Led strategic product/GTM initiatives:
 - **Broad Match** - Redesigned seller workflow identifying key advertiser pain points, unlocking **\$55M/quarter** revenue potential; established as 2024 priority growth initiative
- Key partnerships:
 - **The Ultimate Fighting Championship (UFC)**
 - Led advertising strategy for 2022-23 high-profile events (**UFC 295, 281, 287**), achieving gate records in new markets
 - **Insomnia Cookies**
 - Developed global market entry strategy tailored to Google, leading to successful [flagship](#) store launch and first [international](#) expansion since 2003

Tempus AI

April 2020- May 2021

Account Executive, Biotechnology & AI

- Manage existing business and GTM strategy in the Florida market, growing the territory extensively year-over-year
 - **Q4, 2020 / Q1, 2021:** Due to territory realignment and changes internally, I became the sole rep for the Miami, Orlando, and Jacksonville markets
 - **Q3, 2020:** 360% YOY Growth
 - **Q2, 2020:** 327% YOY Growth
- Notable product launches.
 - [Tempus' HRD DNA Sequencing Based Test](#)
 - [Tempus ONE](#)
 - [Tempus Tumor Origin \(TO\)](#)

Paychex

Aug 2019 - April 2020

Account Executive - SaaS

- Work directly with the C-Suite of companies ranging from 20 - 1000 employees.
 - **Q1, 2020:** 104% to goal
 - **Q4, 2019:** 107% to goal
 - **Q3, 2019:** 105% to goal

Groupon

July 2018 - Sept 2019

Business Development Representative

- Work directly with the C-Suite of companies ranging from 20 - 1000 employees.
 - **Q2, 2020 :** Closed most deals ever in Groupon history in a single quarter for all BDRs
 - **Q1, 2020:** 215% to goal, lead all BDRs in gross profit
 - **Q4, 2018:** 197% to goal