

FILIPPO FRAGAPANE

GTM & TECHNICAL REVENUE ARCHITECT | ENTERPRISE SOLUTIONS ENGINEER

€60M+ Contract Value | \$6.5M Strategic Buyout | 25+ Team Leadership | Remote & International

filippo.frgpe@gmail.com | LinkedIn: filippofragapane | www.filippo-fragapane.tech

EXECUTIVE SUMMARY

Revenue and GTM Systems Architect with 10+ years building scalable operating models and API-driven revenue infrastructure across SaaS, and AI environments. Governed €60M+ in contract value and led 25+ person revenue units through structured expansion and disciplined execution. Contributed to a €6.5M equity buyout by designing forecasting systems, pipeline governance, and churn control frameworks that improved ARR predictability. Combine strategic revenue design with hands-on system architecture, leading technical discovery, scoping CRM and automation integrations, and validating feasibility before commercial rollout. Focused on turning complex data and workflow environments into predictable revenue performance.

CORE COMPETENCIES

Revenue Architecture & Operating Model Design • GTM Systems & Revenue Operations • Technical Discovery & Solution Scoping • CRM Architecture & API Integrations • Pipeline Governance & Forecasting • Data Infrastructure & Attribution • AI Workflow Automation • ARR & NRR Performance Optimization • Cross-Functional Leadership

PROFESSIONAL EXPERIENCE

GTM Market Lead (APAC / Strategy)

STRATIA

2026 – Present

APAC / Remote

- APAC GTM Expansion:** Led regional go-to-market strategy across APAC, owning outbound motion, enterprise sales cycles (3–6 months), and structured pipeline development in new markets.
- Enterprise Deal Leadership:** Managed complex sales processes with C-level stakeholders, closing high-value engagements (up to €150K+ ticket size) by aligning technical feasibility with executive-level business priorities.
- Solution Framing & AI Commercialization:** Translated complex AI and technical capabilities into structured commercial offerings (avg. €50K-60k ACV SMB), leading discovery sessions, scoping solution architecture, and aligning deliverables with client-specific operational pain points.
- Revenue Visibility & Forecast Discipline:** Implemented pipeline governance and BI tracking systems, increasing forecast reliability and executive visibility across a 3–6 month enterprise sales cycle.
- ICP & Commercial Focus:** Built structured ICP and account prioritization models, improving pipeline quality and concentrating sales effort on €50K–€100K+ opportunities.

Revenue & GTM Systems Architect | Technical Pre-Sales & AI Infrastructure

Principal

2022 – Present

Remote

- Revenue Operating Model & GTM Infrastructure:** Designed and implemented scalable revenue operating models reducing sales cycles from 6 months to under 45 days, driving sustained double-digit YoY ARR growth through structured pipeline governance and lifecycle architecture.
- Revenue Systems & API Architecture:** Built and integrated multi-layer GTM systems across Salesforce, HubSpot, enrichment platforms, and outbound tools using API-driven workflows, webhooks, and data sync logic to ensure reliable data flows and real-time pipeline visibility.
- Technical Discovery & Solution Design:** Led architecture workshops with founders and revenue leaders to scope CRM structures, automation layers, and AI workflows prior to implementation, validating technical feasibility before commercial deployment.
- Forecasting & Data Governance:** Structured CRM objects, lifecycle stages, and qualification frameworks to improve forecast accuracy, attribution clarity, and disciplined quarterly execution.
- AI Workflow Automation:** Implemented AI-based qualification and workflow automation within GTM systems, reducing manual prospecting effort by 80% while improving win rates, CAC efficiency, and NRR predictability.

Head of Belgian Market Development (GTM & Scale)

JOIN Experience (Telecom / Tech)

2016 – 2020

Luxembourg / Belgium

- GTM Architecture & Cross-functional Alignment:** Engineered the end-to-end Belgian market entry strategy, orchestrating alignment between Sales, Marketing, and Product teams to scale operations from a "zero-to-one" phase into a structured national hub

- **Operational Scaling & Board Reporting:** Recruited and structured cross-functional units, implementing the processes, KPIs, and reporting cadences necessary to support rapid growth and executive-level visibility.
- **Exit Strategy & Churn Optimization:** Adapted product positioning and commercial strategy to local demand, significantly reducing churn and securing the recurring revenue base that triggered a **€6.5M equity buyout** at a **€26M valuation**.

Founder & Principal Owner (GTM & Operations)

2015 – 2021

Fragapane Workshop

Belgium

- **P&L & Strategic Leadership:** Directed full P&L operations for a specialized engineering firm, managing high-ticket project budgets (€20K–€80K) and ensuring 100% operational profitability.
- **Business Development & Revenue Growth:** Engineered a "zero-to-one" GTM strategy, building six-figure annual revenue streams through direct client acquisition and strategic negotiation.
- **Operational Excellence:** Translated technical product features into clear business value for engineering clients, overseeing resource allocation, vendor management, and end-to-end project delivery cycles.

Sales Unit Lead (High-Volume Operations)

2014 – 2016

ENI Gas & Oil (via Appco Group)

Benelux

- **Sales Efficiency & Quota Attainment:** Consistently delivered **120% + of unit quota** while maintaining a personal performance ratio of **3.1 vs. 1.7 market average** (182% sales efficiency). Ranked #1 Manager in Benelux, outperforming national benchmarks by 82%.
- **High-Volume Portfolio Management:** Accountable for a **€60M + TCV portfolio**, overseeing the execution of **15,000+ annual contracts** with a 25-person high-performance unit.
- **Revenue Predictability & Forecasting:** Managed daily forecasting and pipeline hygiene for the unit, ensuring consistent delivery against aggressive quarterly growth targets.

Technical Sales Associate

2012 – 2014

Leica Geosystems

Brussels, Belgium

- Managed consultative technical sales cycles (avg. unit value €4K) for engineering professionals.
- Translated technical product capabilities into clear operational value for engineering clients.

TECHNOLOGY & SYSTEMS

Revenue Infrastructure & CRM Architecture: Salesforce, HubSpot

Revenue Intelligence & Pipeline Governance: Gong

Developer & DevOps Environment: CI/CD workflows, SDLC processes, API-first architecture, technical PoC design

Data & GTM Signal Orchestration: Clay, Apollo, Cognism

Workflow Automation & Process Infrastructure: Zapier, Make, N8N

Business Intelligence & Forecasting Systems: Looker Studio, Tableau, Power BI

AI Integration & LLM Deployment: OpenAI, Claude, Gemini

Data Querying & Analytics: SQL (pipeline analytics, lifecycle reporting)

EDUCATION

Mechanical Engineering Qualification (2011 – 2014)

Wharton Executive Management Program (Expected 2026)