



Ed Peek

Chief Revenue Officer

Commercial & Operating Executive

25 years building predictable, scalable revenue engines across VC-backed, PE-backed, and public technology companies — including two successful exits to Dell and Hitachi Vantara.

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COMPANY		OUTCOME	STARTING	ENDING
VCE Hypergrowth → enterprise	→	Acquired by Dell	\$21M	\$643M revenue
Waterline Data AI data governance	→	Acquired by Hitachi Vantara	\$8M	\$16M ARR
CoreView M365 security SaaS		65% ARR growth	\$12M	\$20M new ARR
Unifocus AI workforce SaaS		75% ARR growth	\$12M	\$21M ARR
Oracle Area Vice President		120% of quota	10 of 12 yrs on target	\$500M area led

HOW I DRIVE GROWTH

25 years owning the full commercial engine (Sales, Customer Success, RevOps, Services, and Support) for VC-backed, PE-backed, and public technology companies.



Revenue Architect

98%

CAGR at VCE (\$21M → \$643M)

- Two exits: Dell and Hitachi Vantara
- MEDDPIC rolled out at 5 companies
- Scaled VCE sales team from 6 to 75



Retention Builder

78 → 93%

Gross retention at CoreView

- NDR 90% → 105% at CoreView
- Churn cut from 80% to 22% in one year at Waterline
- Land-and-expand lifted Unifocus NDR to 103%



Board-Ready Operator

\$500M

Oracle technology area led

- Regular Board and CEO reporting on revenue and forecast integrity
- CapEx/OpEx allocation discipline
- Global orgs of 100+ across 3 regions



AI-Native GTM

2× ARR

At AI-native Waterline Data

- Built the GTM engine for AI data governance, selling to CISOs and CDOs
- \$8M → \$16M ARR, then exit to Hitachi Vantara
- Now: AI-native suite and AI RevOps stack at Unifocus

WHERE I CREATE VALUE



Where I Add Value

- PE/VC-backed B2B technology companies scaling past \$100M
- Companies needing GTM transformation or a post-acquisition integration
- Businesses where churn or NDR is holding back growth
- Boards needing a predictable forecast



What I Do Well

- Full commercial ownership: Sales, CS, RevOps, Services, Support
- Forecasting integrity and board reporting
- Sales process (MEDDPICC), comp design, and enablement
- Pricing and packaging with Product and Finance



Team Leadership & Culture

- Built 100+ person orgs across 3 regions
- Rebuilt teams: 6→75 at VCE, 30→60 at CoreView
- Playbooks, accountability, and quota attainment
- Executive sponsor for C-suite accounts



Industries & GTM Models

- Enterprise software, SaaS, cloud infrastructure, data, and security
- AI-powered applications and AI-native transitions
- Direct, channel/SI partners, and inside sales
- FinServ, Healthcare/Pharma, Gov/Education, Hospitality



Best Fit Roles

- Chief Revenue Officer at PE/VC-backed B2B technology companies
- Chief Commercial Officer owning the full customer-facing org
- Operating Partner / GTM advisor within PE portfolios



Ideal Environments

- Growth-stage businesses with a board mandate to scale
- Post-acquisition integration or GTM transformation
- Data-driven executive teams that move fast
- AI-native product and GTM innovation



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