

Andra Arevalo

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781-799-9074

Pre-Sales Experience

Senior Manager, Solution Engineering - Account Engagement

April 2023 - October 2025

Salesforce; *remote, CA*

- Led a team of 5 direct reports through two years of transformation, achieving 100% retention and promoting 3 SEs through targeted coaching and development
- Launched a new product offering, with the team pioneering its pre-sales motion and leading global enablement efforts across verticals and segments
- Partnered with Product and PMM leadership to influence GTM strategy and ensure enablement was tightly aligned to vertical-specific needs
- Implemented scalable systems to protect SE bandwidth, improve response time, and reduce redundancy

Team Lead, Account Engagement (Pardot)

March 2022 - April 2023

Salesforce; *remote, CA*

- Maintained an understanding and developed a strong point of view on the Account Engagement business to drive effective, efficient, and impactful initiatives, scaling support in the right parts of the business
- Performed quarterly employee check-ins and weekly meetings, maintained team morale, and built a strong team culture
- Developed strategic partnerships with key stakeholders including AVP, RVPs, PMM, PM, partners, and prime organization counterparts
- Created and maintained a diverse and talented candidate pipeline for SE hiring
- Developed and delivered QBR content to senior leadership

Lead Solution Engineer, Account Engagement (Pardot)

August 2022 - April 2023

Senior Solution Engineer, Account Engagement (Pardot)

April 2019 - July 2022

Salesforce; *San Francisco, CA*

- Partnered with sales team to deliver personalized demonstrations of Pardot, filled with cross-cloud storytelling and value, and validated technical implications with the greater Salesforce ecosystem
- Conducted customer discovery to understand challenges, goals, obstacles, and success metrics for the sales cycle
- Engaged with cross-functional teams to deliver enablement of new product features to the greater sales and solution engineering teams
- Influenced over \$500mm in pipeline every quarter
- Provided feedback on an ongoing basis to Product Marketing to influence the roadmap based on customer requirements
- Developed and delivered scale initiatives to broaden impact on the Pardot business, including Account Executive demo certifications, onboarding new SEs, and running global bi-weekly enablement calls

Global Solution Consulting Principal

June 2017 - December 2018

Kahuna; *Redwood City, CA*

- Led the launch of Kahuna's first APAC office, onboarding and training the local sales team and being a key contributor to over a dozen closed-won deals in four months
- Designed sales enablement and customer success materials for global regions
- Focused on B2C accounts in Marketplaces and Classifieds industries, playing a key role in providing product development direction from prospective customer requirements
- Worked cross-functionally to ensure proper deal execution, customer onboarding, and product marketing approach

Enterprise Solutions Consultant

November 2015 – April 2017

Persado; *San Francisco, CA*

- Project management of cross-functional teams to conduct paid POCs for incoming clients
- Led the initiative to expand product offerings to include digital advertisements and Facebook ads
- Developed detailed ROI projections for prospective clients, working closely with the data science team
- Focused on B2C retail and e-commerce accounts with revenues >\$1b

Solutions Consultant

February 2013 – October 2015

Oracle; *Boston, MA & San Francisco, CA*

- Developed expertise in Eloqua, Compendium, and SRM with cross-training in Responsys, BlueKai, and e-commerce
- Presented Compendium content marketing solution to Forrester for wave report evaluation
- Lead SC on Eloqua, Compendium, and SRM for first ever all-OMC deal sold to enterprise client

Certificates

Women’s Leadership Development Program	Completed August 2024
Salesforce Certified AI Associate	Issued April 2024
Cornell Women in Leadership	Issued October 2022
Salesforce Certified Pardot Specialist	Issued April 2020
IAB Digital Fundamentals	Issued June 2016

Education

Master of Arts, Communicology	August 2012
University of Hawai'i; Honolulu, HI	GPA: 3.97
Bachelor of Arts, Communication	May 2009
Michigan State University; East Lansing, MI	GPA: 3.97

Languages

English	Latvian	Spanish
(fluent, native)	(advanced, native)	(basic speaking, intermediate comprehension)