

Andra Arevalo

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Summary

Pre-Sales professional with 13+ years of experience in SaaS, spanning both individual contributor and leadership roles. Experienced in translating complex technology into compelling customer stories, supporting AI-powered solutions, and partnering across Sales, Product, and Marketing to drive customer and business outcomes.

Pre-Sales Experience

Senior Manager, Solution Engineering - Account Engagement

April 2023 - October 2025

Salesforce; *remote, CA*

- Led a team of 5 Solution Engineers through two years of transformation, achieving 100% retention and promoting 3 SEs through targeted coaching and development
- Supported the launch of a new AI-powered product offering, with the team pioneering its pre-sales motion and driving global enablement across verticals and segments
- Partnered with Product and PMM leadership to influence GTM strategy and ensure enablement was aligned to how opportunities were positioned across verticals
- Implemented scalable intake and prioritization systems, improving response time and creating more consistent support across opportunities

Team Lead, Account Engagement (Pardot)

March 2022 - April 2023

Salesforce; *remote, CA*

- Prioritized initiatives that improved efficiency, coverage, and impact across the sales cycle
- Performed quarterly employee check-ins and weekly meetings, maintained team morale, and built a strong team culture
- Developed strategic partnerships with Sales leadership, PMM, Product, and cross-functional stakeholders to align on priorities and execution
- Created and maintained a diverse and talented candidate pipeline for SE hiring
- Developed and delivered QBR content to senior leadership, highlighting trends in pipeline, performance, and areas for optimization

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 to deliver personalized demonstrations of Pardot, using cross-cloud storytelling and value-based positioning to align technical solutions to customer goals and support effective deal progression
- 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 quarterly pipeline through strategic deal support, discovery, and value-based solution alignment
- Synthesized customer requirements and shared ongoing feedback with Product and Product Marketing to inform roadmap priorities
- 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

- Coordinated cross-functional teams through paid POCs, helping enterprise customers evaluate AI-powered language optimization and demonstrate measurable business value
- 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

- 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

Skills

Solution Engineering	Value-Based Selling	Executive Communication
Customer Discovery	Sales Enablement	Coaching & Mentoring
Product Demonstrations	Cross-Functional Collaboration	Predictive and Generative AI

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)