

Paul Daniel Maass

[linkedin.com/in/pmaass](https://www.linkedin.com/in/pmaass) · pmaass@gmail.com · 914.320.8089

EXECUTIVE SUMMARY

18 years in B2B SaaS enterprise sales with two successful exits. I work alongside my team, not above them. I've been through fundraising and M&A due diligence twice. I go deep on the product, which earns trust with technical buyers (CTOs, CIOs, CPOs), business buyers (CCOs, CXOs, CHROs), and my colleagues. Sales is my craft, not a job.

CAREER HIGHLIGHTS

- Exits as revenue leader: Zoomin → Salesforce (>20x ARR) and CultureIQ → PE (7x ARR)
- Restructured a 90-person global revenue org across 7 countries at Afiniti
- 10x'd new business at Usablenet from \$1.5M → \$17M ARR (2009–2013), leading teams across the US and EMEA
- 338% new business ARR growth at Zoomin (2019–2021), catalyzing a \$13M Series B and \$52M Series C raise
- Signed 121 new customers and tripled ARR in two years at CultureIQ with limited funding

EXPERIENCE

Show.IO — New York (Remote)

Show.IO helps exhibitors take better meeting notes, follow up faster with AI, and measure what each conference is worth.

Founder & Chief Revenue Officer *Apr 2026 – Present*

- Leading go-to-market for an AI-enabled SaaS platform

Afiniti — New York / Global

AI-powered behavioral pairing platform for enterprise contact centers. \$135M ARR, operations across 7 countries. Buyers were CXOs, COOs, and Heads of Customer Operations at F500 companies.

SVP Revenue *Feb 2025 – Dec 2025*

- Brought in by the CEO to stabilize a global revenue org and build pipeline at a company coming out of bankruptcy
- Right-sized a 90-person global team across 7 countries; closed the underperforming Korean market
- Restructured sales operations, commercial strategy, marketing, and continental European markets
- Grew net new pipeline from \$0 to \$32M through account-based selling

Zoomin Software / Salesforce — New York

SaaS platform unifying enterprise knowledge for self-service and case deflection. Buyers: Chief Product Officers, VP Support, CIOs. Reported to CEO. Acquired by Salesforce in 2024.

VP, Account Management *Mar 2022 – Jan 2025*

- Took over a failing account management team with negative NRR; rebuilt it from the ground up
- Achieved 110% NRR in 2022 and 108% NRR in 2023 across the install base
- Doubled multi-year renewal rate, securing long-term revenue predictability
- Drove adoption of ZoominGPT AI capabilities across 70% of customer base
- Co-sold Unified Knowledge with Salesforce sellers to power AgentForce AI, led to acquisition

VP, New Business *Mar 2020 – Feb 2022*

- Grew the AE team from 2 to 9 and built the sales process, playbooks, pricing, and onboarding from scratch
- Drove 338% growth in new business ARR (2019–2021), leading to \$13M Series B and \$52M Series C
- 107% increase in average landing ARR and 236% increase in multi-year deals

CultureIQ — New York

Seed-funded SaaS platform for employee feedback and culture analytics. Buyers: CHROs, CEOs, COOs. Reported to Founder. Acquired in 2018 by PE firm ParkerGale.

Vice President, Sales Aug 2016 – Feb 2020

- Hired and trained 12-person revenue org (SDRs, AEs, AMs)
- Transitioned from founder-led sales; built the pitch, onboarding, and playbook from scratch
- Signed 121 new enterprise customers, 3x'd ARR in two years
- Personally responsible for key accounts including Air Canada and McDonald's
- Revenue growth drove 7x ARR acquisition by PE firm in 2018

Qubit — New York

Series C SaaS A/B testing and personalization platform. Buyers: CMOs, Heads of e-Commerce. Reported to GM US.

Vice President, Sales — East Oct 2014 – Aug 2016

- Managed a pod of 3 AEs, 2 SDRs, and 1 SE; exceeded 2015 annual targets with \$2.7M ARR closed

Nomi — New York

Series B in-store shopper analytics platform. Buyers: VP Store Operations, CFOs. Acquired.

Director, Enterprise Sales Sept 2013 – Sept 2014

- Closed \$2.9M ACV with Reebok, Sperry, Aerosoles, La-Z-Boy, Ace Hardware, and Bell Canada

Usablenet — New York & London

Mobile-enablement platform. Buyers: CTOs, CMOs, CIOs, Heads of Digital. Reported to CEO.

Global Head of New Business June 2011 – Sept 2013

- Relocated to London to open the EMEA sales organization
- Managed 3 sales teams with 29 reports
- 194% to 2011 target; \$16.9M ACV in 2012 including Sky, Sherwin-Williams, J.Crew, and United Healthcare

Head of UK / EMEA Business Development Sept 2010 – June 2011

- 145% to target; closed 65 deals for \$11.5M ACV including JCPenney, Carmax, Entergy, and Aetna

Business Development Exec → Team Lead Nov 2008 – Sept 2010

- Player-coach and top seller in 2008 and 2009
- Closed deals with Staples, Luxottica, Chicos FAS, Levi Strauss, ComEd, Crutchfield, and more

EARLIER EXPERIENCE

Winslow & Company LLC · Associate Commercial Real Estate Broker · Dec 2003 – Nov 2008
Verizon Information Services · Telephone Account Sales Representative · June 2002 – Nov 2003

SALES METHODOLOGIES & TRAINING

Force Management / Command of the Message · MEDDPICC · Solution Selling

EDUCATION

Purchase College, State University of New York · B.A. Mathematics / Computer Science, 2002