

Christopher R. Parker

Enterprise Sales Leader | Martech & AI Customer Engagement

Boston, MA linkedin.com/in/chrisparkerboston

Enterprise sales leader with nearly 20 years building teams and winning complex deals across retail, customer engagement and emerging technology. Scaled sales from 4 to 60+ across the US and EMEA; now lead 25 through three Directors. Hands-on in enterprise deal strategy, executive relationships, hiring, coaching, pipeline inspection and forecasting.

Expertise

- **Team Building & Coaching**
  Scaled sales teams from 4 to 60+; now coach three Directors leading 25 people.
- **Retail Enterprise Selling**
  Won complex deals with Home Depot, Staples, Sephora and other retail brands.
- **Deal & Forecast Rigor**
  Coach MEDDPICC, pipeline inspection, complex deals and forecast accuracy.
- **Enterprise Deal Strategy**
  Joined strategic deals and built commercial partnerships, including Shopify.

Accomplishments

- Grew ownerIQ's US enterprise retail revenue from under $1M to $13M in under three years.
- Delivered 164% of 2025 annual target at Iterable while leading a 25-person global team.

Education

Plymouth State University
Bachelor's degree, Marketing & Web Technology

Professional Experience

2025 - Present

Iterable, AI-powered customer engagement platform

Vice President, Client Revenue

- Lead a 25-person global revenue team through three Directors; join executive customer discussions and coach pricing, deal strategy and complex expansion/renewal pursuits.
- Drive MEDDPICC reviews, pipeline creation and forecasts across ~1,700 accounts, partnering with Sales, CS, Product and RevOps.

2021 - 2024

Customer.io, customer engagement platform

Vice President, Global Sales

- Built and coached US and EMEA enterprise sales teams, scaling from 4 to 60+ sellers and leaders through structured hiring and onboarding.
- Owned new-logo and expansion execution, setting account plans, pipeline standards and forecasting cadences.
- Joined reps in complex, multi-stakeholder deals with Figma, Shopify, AB InBev and Notion.
- Developed frontline managers and repeatable GTM motions as company ARR grew nearly 290%.

2019 - 2021

Zaius, CDP and marketing platform for e-commerce

Vice President, Sales & Partnerships

- Led direct and partner enterprise sales into ecommerce brands, tying customer data and activation to business outcomes.
- Created Shopify partner sales plays and developed partner-sourced pipeline.
- Helped position Zaius for its 2021 acquisition by Optimizely.

2010 - 2018

ownerIQ, retail data and media platform

Vice President, Enterprise Retail Solutions

- Built and led US enterprise retail sales, growing revenue from under $1M to $13M in under three years.
- Closed complex, multi-stakeholder deals with Home Depot, Staples, Office Depot and Sephora.
- Joined as employee #26; later led sales, product and partnerships.