

# DIANE GADDIS

Sales Enablement Manager · GTM Strategy Manager · Microsoft Ecosystem Insider · \$20B+ Azure Revenue Influenced · AI-Powered Seller Productivity  
Bothell, WA | dianegaddis@live.com | [linkedin.com/in/dianegaddis](https://www.linkedin.com/in/dianegaddis)

<b>\$20B+</b> Azure Revenue Influenced	<b>34K+</b> Accounts w/Seller Visibility	<b>600+</b> Programs Delivered	<b>58</b> CXO Summits
---	---	-----------------------------------	--------------------------

Enterprise-scale GTM and sales enablement leader with 25+ years driving seller productivity, executive engagement, and field intelligence. Influenced \$20B+ in Azure revenue by translating telemetry and Copilot-era AI into scalable operating rhythms and self-service tools.

## EXPERIENCE

### Sales Enablement & Business Manager, Azure SQL Modernization | [Microsoft via Prime8 LLC](#) 2022 – 2025

- Led requirements and vendor delivery for a telemetry-driven seller insights dashboard spanning 34,000 accounts; influenced \$20B+ in annual Azure revenue and ranked among Microsoft's top field intelligence tools, guiding 4,000+ sellers to prioritized actions tied to consumption growth.
- Built and scaled a Copilot Studio Azure SQL Licensing agent used by 4,000+ sellers; reduced support demand by 25% and enabled a repeatable pattern for AI self-service, while redesigning and automating licensing enrollment workflows that unlocked \$15M in revenue.
- Owned enterprise-compliant telemetry and reporting architecture (OCDM, SFI) and delivered 120+ global enablement sessions (5,000+ monthly engagements), plus 55+ annual cross-functional rhythm-of-business (ROB) syncs translating signals into clear field priorities.

### Founder & Principal | [Gaddis Events Inc.](#) | [Microsoft Preferred Vendor](#) 2001 – 2018

- Founded and scaled a Microsoft-preferred executive engagement firm to 25 employees and up to 15 contractors, sustaining 90% client retention across a 16-year partnership.
- Built and expanded the CIO Summit brand into a waitlist-only series (58 summits); designed pre/post-event insight capture from verified IT decision makers, building deep fluency in how CIOs and senior IT buyers evaluate vendors and prioritize investments.
- Scaled delivery across trade shows, major product launches, and nationwide device rollouts for Surface and Windows Phone, delivering 600+ programs across all practice areas.

### CMO | [ChorePay Inc.](#) 2011 – 2013

- Scaled Daily Active Users by 60% in 9 months using gamified incentive loops; achieved 55% Day-30 retention (4x industry average) by optimizing onboarding and reward psychology; built analytics dashboards that helped secure a \$1M angel funding round.

## CORE CAPABILITIES

Sales Enablement & Field Execution | AI-Enabled Automation | Data & Telemetry Strategy | Executive Engagement & C-Suite Strategy | Rhythm of Business Leadership | Cross-Functional Alignment | Seller Productivity & Adoption | Operational Excellence | Microsoft Ecosystem (25 Years)

## WHAT LEADERS SAY

"Diane was the driving force behind the Azure Data Seller Dashboard spanning 34,000+ accounts and influencing \$20B+ in annual revenue. Her innovation extended into AI enablement, creating a repeatable model for intelligent automation across the organization."

**Jean-Claude Armand** | Sales Leader, Cloud & AI Solutions, Microsoft

"Diane played an integral role in the Azure Arc-enabled SQL Server go-to-market launch. Her ability to align stakeholders across Sales, Product, and Engineering ensured clear messaging and measurable impact across global field teams. The impact was phenomenal growth and very significant financial results."

**Travis Wright** | Partner, Group Engineering Manager, Microsoft

## EDUCATION

University of Washington, Foster School of Business | Cornish College of the Arts