

# DIANE GADDIS

Sales Enablement Manager · GTM Strategy Manager · Microsoft Ecosystem Insider · \$20B+ Azure Revenue Influenced · AI-Powered Seller Productivity  
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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, customer insight, and Copilot-era AI into scalable operating rhythms and self-service tools.

## CAREER IMPACT AT A GLANCE

<b>\$20B+</b> Annual Azure Revenue Influenced	<b>34,000+</b> Accounts with Seller Visibility	<b>600+</b> Programs Delivered Across All Practices	<b>58</b> CXO Summits
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## PROFESSIONAL EXPERIENCE

**Sales Enablement & Business Manager, Azure SQL Modernization** *March 2022 – November 2025*

### Microsoft via Prime8 LLC

- 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 established a repeatable pattern for AI-enabled self-service across the field.
- Unlocked \$15M in revenue by redesigning and automating licensing enrollment workflows, reducing seller friction while strengthening operational controls.
- Owned enterprise-compliant telemetry and reporting architecture (OCDM, SFI), ensuring data integrity and executive-ready insights across Sales, Engineering, and Finance.
- Delivered 120+ global enablement sessions driving 5,000+ monthly seller engagements and reinforcing standardized execution rhythms tied to pipeline acceleration.
- Led 55+ annual cross-functional rhythm-of-business (ROB) syncs, translating complex signals into clear field priorities and accelerating decision-making.

### Founder & Principal

*June 2001 – January 2018*

### Gaddis Events Inc. · Microsoft Preferred Vendor

- 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, growing to CSO/CTO and full CXO audiences across 58 summits centered on executive business challenges. Designed pre/post-event insight capture from verified IT decision makers to produce credible intelligence that informed Microsoft field and product direction.
- Earned the trust of Fortune 500 technology decision makers across hundreds of high-touch engagements, developing deep fluency in how CIOs and senior IT buyers evaluate vendors, prioritize investments, and make purchase decisions.
- Scaled the firm across multiple practice areas including trade shows, major product launches, and nationwide device rollouts for Surface and Windows Phone, delivering 600+ programs across all practice areas and reaching tens of thousands of customers and 50,000+ corporate campus stakeholders.

### Chief Marketing Officer

*2011 – 2013*

### ChorePay Inc.

- Scaled Daily Active Users by 60% in 9 months using gamified incentive loops, outperforming 2013 industry growth benchmarks.

- Achieved a 55% Day-30 retention rate, 4x higher than industry average, by optimizing user onboarding and reward psychology.
- Designed custom analytics dashboards to monitor feature adoption; used insights to secure a \$1M angel funding round by demonstrating long-term user stickiness and scalability.

**Business Advisor & Strategist**

March 2019 – April 2021

**MCW LLC**

- Unlocked 2,200 hours and \$119K in annual capacity by architecting a competency-based workflow that cut proposal cycle time by 50%.
- Achieved 100% organizational adoption within 90 days by delivering role-based enablement guidance and translating leadership vision into repeatable, field-ready operating playbooks.

**CORE CAPABILITIES**

Tools/Platforms: Copilot Studio, telemetry dashboards, executive reporting, workflow automation, enablement content systems

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

**WHAT LEADERS SAY**

"Diane was the driving force behind the next-generation Azure Data Seller Dashboard, which provided visibility into 34,000+ accounts and influenced more than \$20B in annual revenue. Her innovation extended into AI enablement as she led the design and launch of Copilot agents for SQL licensing, creating a repeatable model for intelligent automation across the organization."

— **Jean-Claude Armand**, Sales Leader, Cloud & AI Solutions · 20+ Years at 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, better audience alignment, and measurable impact across global field teams. The impact was phenomenal growth of the new service and very significant financial results."

— **Travis Wright**, Partner, Group Engineering Manager · Microsoft

"Diane has a rare ability to translate engineering depth into actionable, audience-centered insights that improve seller outcomes and field alignment. She brings exceptional clarity to complex business and technical challenges connecting seller needs, product goals, and telemetry insights to drive success."

— **Lance Wright**, Senior PM, Azure Data · Microsoft

"She brings the rare ability to combine strategy, execution, and impact with heart."

— **Matthew Smith**, Azure Database Go to Market Lead, Americas · Microsoft

**EDUCATION**

**University of Washington, Foster School of Business**

**Cornish College of the Arts**

**Creative differentiator:** *Diane is a practicing visual artist who independently produces professional-grade graphics, video content, and creative assets, a rare and immediately deployable capability for any sales enablement, marketing, or field strategy role.*