

Sahar Aziz Anderson

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Enterprise GTM Executive | Head of Sales

Enterprise GTM executive with a proven track record of building and scaling high-performing sales organizations across LinkedIn, Adobe, Oracle, and other high-growth technology companies. Proven second-line leader with expertise developing world-class sales leaders, creating enterprise go-to-market strategies, and growing strategic businesses exceeding \$170M ARR. Deep expertise partnering with CIOs, CTOs, and technology executives to accelerate AI, cloud, and enterprise platform adoption through complex, multi-stakeholder sales motions. Passionate builder who thrives in fast-paced, high-growth environments, creating scalable organizations, operational excellence, and predictable revenue growth. Skilled in hiring exceptional talent, driving forecasting rigor, and building repeatable GTM playbooks that consistently outperform. Certified in MEDDPIC with a disciplined approach to pipeline management, forecasting accuracy, executive engagement, and scalable market expansion.

Core Competencies

Building & Scaling Sales Organizations | Strategic Planning & Forecasting | Executive Coaching
Revenue Growth & Expansion | C-Level Engagement | AI GTM Strategy |

Professional Experience

Adobe-San Francisco Bay Area

VP & Head of Enterprise Sales, West & Central

Dec 2025-Aug 2026

- I lead Adobe's Enterprise Sales organization across the West and Central regions, overseeing a \$170M annual revenue business and driving enterprise revenue growth across one of the company's largest geographic markets.
- Built a high-performance culture centered on accountability, coaching, strategic execution, and disciplined business management across a geographically distributed enterprise sales organization.
- Championed Adobe's One Adobe strategy by aligning Product, Solution Consulting, Marketing, Customer Success, and executive leadership to deliver integrated enterprise solutions, accelerate revenue growth, and deepen strategic customer partnerships.
- Partnered with CIOs, CMOs, and other C-suite executives to advance AI-powered customer experience transformation strategies, helping organizations transform customer engagement through data, personalization, content, and AI.
- Built and scaled regional go-to-market strategies to accelerate revenue growth, expand strategic customer relationships, and drive predictable pipeline creation, and forecast accuracy.
- Served as a second-line sales executive, leading frontline sales leaders and Enterprise Account Directors responsible for Adobe's largest strategic accounts across the region.

LinkedIn - San Francisco Bay Area

Aug 2019 – July 2025

Head of Global Strategic Accounts, Sales Solutions (Apr 2020-Aug 2025)

- Built and scaled LinkedIn's Strategic Accounts business into a \$100M+ ARR organization serving 300 of the world's largest enterprise customers, while exceeding YOY revenue growth 40%+
- Launched LinkedIn's Global Strategic Accounts organization, assembling and developing a team of 3 frontline leaders and 27 Enterprise Account Directors serving approximately 300 Global 2000 customers. Served as executive sponsor for several top global customers; facilitated strategic growth and C-level engagement, strengthening C-level relationships that accelerated multi-million-dollar growth and long-term partnerships.
- Instilled operational rigor through disciplined forecasting, performance analysis, and process excellence, ensuring predictable growth and trusted executive reporting.
- Shaped high-performance culture through talent development, cross-functional alignment, and data-driven leadership which resulted in less than 1% attrition.

- Consistently exceeded quotas for all fiscal years, reinforcing track record of overachievement and reliability in delivering results at scale.
- Functioned as speaker at various AI leadership events; passionate about mentoring and developing future sales leaders.

LinkedIn-Head of Sales– Elevate (Aug 2019-April 2020)

- Managed North America sales team supporting 500+ enterprise & MM segments.
- Owned P&L and revenue strategy for LinkedIn's employee advocacy platform.
- Established operating cadence, forecasting methodology, and business inspection routines that improved execution and revenue predictability
- Built and scaled enterprise SaaS sales teams supporting strategic accounts in complex markets.

Oracle (CX/Marketing Cloud)- San Francisco Bay Area

April 2016 - August 2019

Regional VP of Sales, Enterprise Oracle CX/ Marketing Cloud

- Led enterprise sales across technology, financial services, and manufacturing customers, while partnering with CIOs and technology executives on cloud transformation initiatives involving marketing automation, customer data, APIs, and enterprise integrations.
- Designed territory strategy and account segmentation to maximize enterprise coverage and growth across strategic accounts.

Centro (Basis Technologies), San Francisco Bay Area

January 2015 - January 2016

Director, Platform Sales

Built \$1.8M+ book of business in under a year across the Western region.

- Hired and led senior sales team while carrying and exceeding personal quota.
- Reduced client onboarding time by 50% and drove 150% revenue growth in Q4 2015.

Kenshoo (Skai), Chicago, Illinois

January 2014 - December 2014

Director, Strategic Partnerships

Led global sales and partnerships with Fortune 500 brands.

Additional Relevant Experience

Washington Post Digital, Chicago, Illinois

National Sales Manager

CareerBuilder, Chicago, Illinois

Senior Regional Sales Manager

Recognition & Certifications

- Multiple President's Club and Sales Leader of the Year awards across various roles.
- Certified in MEDDPICC, AI for business leaders, trained in DISC and Franklin Covey Leadership.
- Dynamic public speaker at Industry conferences; volunteer (Habitat, PAWS, Marin Foster); Marathon Runner (3X)

Education

Bachelor of Science in Business Marketing

California State University, Long Beach, California

Emerge Global Leadership Program

University of Michigan - Ross School of Business

