

Mario Nallira

Sales & GTM Leader | RevOps & AI-Powered GTM Systems | Payments, FinTech & Digital Advertising
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SUMMARY

Sales and GTM leader with 10+ years in payments, FinTech, and digital advertising. Led 5 managers and an 80-person inside sales organization across Toronto, Montreal, and Manila to 112% of quota (\$41.5M), promoting 7+ team members into management, then ran Business Operations for 400 sellers and service reps at Moneris. Now building AI-powered GTM systems with Claude Code, OpenAI Codex, and Clay.

PROFESSIONAL HIGHLIGHTS

- **\$41.5M Portfolio Attainment:** Delivered 112% of quota across new-business and recurring portfolio revenue.
- **14.7K Net-New Merchants Onboarded:** Achieved 117% of acquisition quota across SMB and mid-market merchants.
- **\$500K Upsell Revenue in 90 Days:** Built and launched a Value-Added Services GTM function across the retail vertical.
- **230% YoY Growth in Partner Referral Pipeline:** Scaled SaaS playbooks and partner training across 200+ sales consultants, driving a 32% SQL-to-win rate from strategic partners.
- **President's Club Winner:** Exceeded 120% of quota two years in a row and earned the top retention award.

EXPERIENCE

Moneris | Toronto, ON Jun 2018 – May 2026

Canada's largest payment processor (RBC & BMO joint venture) serving 325,000+ merchants nationwide.

Promoted from Field Sales Manager to National Sales Director in just over 3 years.

Director of Business Operations & Sales Enablement Feb 2025 – May 2026

- Directed a 23-person Revenue Operations function supporting 400 sales and customer service employees to improve revenue performance, customer satisfaction, and operational excellence.
- Generated **\$500K in upsell revenue in 90 days** and cut merchant time-to-first-transaction 30% by launching a new Value-Added Services GTM motion and specialist referral path.
- Redesigned Salesforce pipeline and forecasting for 200 sales consultants, giving Sales, Product, Finance, Partnerships, and executives one lead-to-close view from pilot through post-launch.
- Unlocked 22% ACV growth in key Canadian enterprise accounts by partnering with National and Public Sector account teams and developers.

National Sales Director (Inside Sales) Oct 2021 – Feb 2025

- Delivered **112% of quota (\$41.5M)** and 117% of acquisition target (14.7K net-new merchants), leading 5 managers and an 80-person team across Toronto, Montreal, and Manila.
- Owned the headcount and compensation plans for the organization, partnering with HR and Recruitment to raise hiring rigor and align incentives to targets.
- Grew partner referral pipeline 230% and closed-won partner revenue 140% YoY with enterprise partner playbooks and training for 200+ consultants, reaching a 32% SQL-to-win rate.
- Presented partnership and sales business cases in QBRs to internal and external C-suite leaders.
- Promoted 7+ team members into Sales Manager and Customer Success Manager roles while sustaining team quota.

Sales Manager & Solution Sales Manager (Inside Sales Centre) Jun 2019 – Oct 2021

- Delivered **114% of new-business quota (\$13M)** with 100% team attainment, scaling a 10-person team to 20 during the pandemic launch of Moneris Online.
- Took Moneris Online from concept to a revenue-generating Value-Added Service in 3 months, coordinating the GTM launch across Marketing, Product, and Finance.

Sales Manager, Field Sales Ontario East

Jun 2018 – Jun 2019

- Delivered **127% of revenue quota (\$3M)** and 115% of acquisition target (1,440 net-new merchants), leading a GTA East field team of 10 selling door-to-door and face-to-face.

Yellow Pages Canada (Google Premier Partner) | Toronto, ON

Digital advertising provider helping SMBs and enterprises grow through search, display, social, and SEO solutions.

Senior Sales Manager (Promoted from Account Consultant)

Mar 2015 – Jun 2018

- Led high-volume outbound inside sales teams after earning promotion for account growth and new-logo wins, driving daily call discipline, rep coaching, and joint outreach with Marketing.
- Grew a \$600K book to \$770K at **128% of quota** with a 93% renewal rate; ranked #1 in retention and online advertising sales and earned President's Club.

BUILDER PROJECTS & ADVISORY

Sales Dose | GTM Engineering

2026 – Present

- Build signal-based prospecting systems with Clay, Claude Code, FullEnrich, and Exa that automate account research, contact enrichment, and personalized outreach.

Vaughan Community Guides | Civic Information Platform

2026

- Built a plain-language guide site for a city of 350K+ residents and 19.7K businesses.

Resimate.Build | GTM Advisor

Mar 2023 – Dec 2024

- Helped a venture-backed housing startup close **8 housing deals in 4 months** by building its founder-led sales process: standardized lead scoring, tailored pipeline stages, and structured sales workflows that lifted inbound conversion.

SKILLS & TOOLS

Revenue Leadership: GTM Strategy, Revenue Operations, Pipeline Management & Forecasting, Customer Acquisition & Retention, Outbound Prospecting, Partner & Channel Sales, Sales Enablement, Compensation Planning

People Leadership: Hiring & Coaching, Headcount Planning, Performance Management, C-Suite Stakeholder Management

Sales Methodologies: MEDDPICC, Challenger, Sandler, Consultative Selling

Platforms & Delivery: Salesforce CRM & Revenue Cloud, HubSpot, Zoho, Five9, Tableau, Excel, Jira, Confluence, Figma, Google Workspace, Agile, Waterfall

Applied AI & GTM Engineering: Claude Code, OpenAI Codex, Clay, FullEnrich, Exa, Microsoft 365 Copilot, AI-Assisted Analysis & Reporting, Workflow Automation

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Pavilion**, Associate Member (2026–Present): global community for B2B go-to-market leaders; programs include CRO School, Advanced Revenue Operations, AI in GTM, GTM Automation, and MEDDPICC.
- Google AI Professional Certificate**, Google (Mar 2026)
- Leadership Acceleration Program**, LEAP®
- Public Speaking & Storytelling**, The Second City / Toastmasters
- Communication Coach Academy**, Alexander Lyon
- Negotiation & Leadership**, University of Toronto

EDUCATION

University of Toronto, Bachelor of Science (B.Sc.) in Psychology & Philosophy