

Dax Gulje

OUTBOUND GTM CONSULTANT / ENTERPRISE SALES LEADER / TECHNOLOGIST

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Founder of **Dax.io**, a consulting practice that installs governed, AI-operated outbound engines on the client's existing stack and trains their team to run them. Behind it, twenty-five years selling disruptive technology to the Fortune 500: top performer at every company joined, fourteen President's Club years, and three acquisitions along the way, the latest an AI company. Former network engineer and IT Director, equally at home with a CIO and an enterprise architect.

EXPERIENCE

Dax.io

2025 - Present

Founder & Principal Consultant, Outbound GTM

Independent practice installing governed, AI-operated outbound engines on the client's existing CRM and data tools, run live and handed over working.

- Fixed-term engagements of **eight to twelve weeks**, flat fee, built to end: the engine and a trained in-house operator stay
- Research, drafting, cadence, and verified sending run under **absolute guardrails**: nothing sends without a named human's approval, by explicit count

Aisera

2024 - 2026

Vice President of Sales, North America

- Led enterprise sales for Aisera's **Agentic AI platform**: autonomous agents and copilots resolving enterprise IT, HR, and customer-service work end to end
- Led a team of **nine reps** across North America, growing ARR from **\$15M to over \$26M**; **Automation Anywhere acquired Aisera in 2025**

Labelbox

2023 - 2024

Vice President of Sales, US & EMEA

- Owned sales across **two continents** for an enterprise AI data platform serving teams building AI/ML and computer-vision models
- Ran a **three-director sales org**, each director leading four to five AEs and two AMs
- Sold to large enterprises like **Adobe, Etsy, and Airbnb**, growing ARR from **\$12M to ~\$18M**

Devo

2020 - 2023

Director of Enterprise Sales → Vice President, Enterprise Sales

- **First employee in company history** to close a deal the same quarter they were hired; promoted to VP within the first year
- Closed the **most new logos** and the **largest direct deal** in company history (2021), selling a cloud-native SIEM into enterprise cybersecurity

Flexera

2018 - 2020

Cloud Sales Director

- Led the cloud "Tiger Team" after the RightScale acquisition, transforming an on-premise sales org into a cloud and SaaS-capable one
- Enabled **20 reps to exceed cloud quota by 2×** (another 20 met or exceeded); personally closed **\$2M ARR** in Flexera's first SaaS year

RightScale

2015 - 2018

Director of Enterprise Sales & Strategy

- Closed **\$12M+ ARR** leading the SMB-to-enterprise pivot; instrumental to the growth phase behind the Flexera acquisition
- **President's Club five consecutive years**; logos included JP Morgan Chase, Uber, Verizon, BASF, Manulife John Hancock, Kronos, Wolters Kluwer & The Hartford

Curvature

2006 - 2014

Datacenter Solutions Director

- Built the company's largest, most profitable sales team from scratch; grew revenue from **under \$5M to over \$15M at 48% GP**
- Led an integrated team of 19; **President's Club & Chairman's Circle nine consecutive years**

UC Santa Barbara

2001 - 2006

Assistant Director → Director, Information Systems & Network Services

- Ran a city-scale **10,000+ user network**; first campus-wide wireless deployment, packet-shaping that cut bandwidth consumption 80%

UC Santa Cruz

1999 - 2001

Manager, Communications & Technology Services

- Ran ten computer labs and a staff of **85 student consultants** across Windows, Unix, and Mac environments

KEYT3 / KKFX11 News (ABC & Fox)

2004 - 2024

Technology & Business Reporter

- Hosted "Silicon Beach", a twice-weekly live morning-news technology segment, for 20 years on air across the South Coast Tri-counties

EXPERTISE & CREDENTIALS

AI GTM Engineering

Outbound System Design

Enterprise Software Sales

SaaS & Cloud Sales Strategy

High-Value Contract Negotiation

Global Sales Leadership

Cloud Migrations & Cost Optimization

Enterprise GTM Strategy

Certifications: AWS Certified Cloud Practitioner · Google Cloud Certified · Cisco CCNP · Cisco CCNA

Board: Channel Islands Y Association, Board of Directors (2017 – present); executive, finance & investment committees