

MATT CAVALLARO

A DRIVEN SALES EXECUTIVE PASSIONATE ABOUT
EDUCATING CLIENTS AND CO-CONSTRUCTING THE BEST
SOLUTIONS FOR THEIR DESIRED OUTCOMES.

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EXECUTIVE SUMMARY

Enterprise sales leader with a 5-year track record at Salesforce averaging 100% median quota attainment (vs. <50% team average), exceeding multi-year targets 3x with consecutive 200%+ performance years, and building the ANZ K-12 market from \$0 to \$2M TCV. Combines 15 years of hands-on experience as a school and university executive with technical execution—building custom multi-agent workflow prototypes to validate complex enterprise deals and establish a path to \$2M ARR.

CORE COMPETENCIES & TECHNICAL FLUENCY

- GTM & Commercial Execution: Full Sales Cycle Management, MEDDPIC, Value-Based Selling, Executive Alignment, Multi-Threaded Deal Execution, Co-Selling & Channel Strategy.
- GenAI & Technical Acumen: AI/ML Workflows, Autonomous AI Agents, RAG Architectures, Hands-On CLI/Terminal Prototyping, Developer Experience (DX), API Integrations, PoC Execution.
- Enterprise & Public Sector: Higher Education, Public Sector, Enterprise Digital Transformation, SI & Ecosystem Partnerships (GSI, consultants, Hyperscalers).

EDUCATION

Deakin University
MEd Leadership and Admin

Boston University
MA Secondary English
Graduate Assistant Coaching Scholarship

Northeastern University
BA Psych & English Lit
Cum Laude & Baseball Scholarship
Athletes in Service to America Member
(Americorps)

CURRENT ROLE

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GTM Lead - Education & Social Enterprises | April 2026 - present

- **Territory Strategy & Execution:** Engineered and executed a high-growth territory plan targeting complex ANZ Higher Education, TAFE, and public-benefit enterprise accounts.
- **Technical Value Proof: Engineered** Create AI prototypes to replace static architecture slides, demonstrating real-time application behavior, API orchestration, and workflow visibility directly to technical decision-makers.
- **Pipeline Acceleration:** Closed early enterprise accounts while building a channel-led pipeline projected to scale to \$2M ARR within 12 months.
- **Product-Market Alignment:** Partnering directly with engineering and product teams to translate public sector compliance, governance, and operational requirements into actionable product roadmap features.
- **Consultative Selling:** Helping enterprise tech/product/business leaders evaluate modern AI infrastructure and modern web architectures to deliver business-critical internal and external experiences

PREVIOUS EXPERIENCE

Salesforce

Account Executive - Enterprise Education | Feb 2024 - April 2026

- **Strategic Territory Expansion:** Managed complex, multi-year cloud procurement cycles across Tier-1 Universities, large TAFE systems, and State-wide K-12 districts across the Australian East Coast.
- **Quota Performance:** Achieved 94% quota attainment in a newly expanded territory, exceeding 200%+ on multi-year targets and achieving 140% New Logo Attainment.
- **C-Level Executive Alignment:** Led multi-threaded sales campaigns targeting CIOs, Chief Digital Officers, and Procurement Heads to align cloud infrastructure modernization with institutional outcomes.

Account Executive - Education | June 2021 - 2024

- **Consistently Top-Tier Performer:** Maintained a 100% median quota achievement over 5 years (compared to <50% team average), exceeding multi-year targets 3x with consecutive years above 200%.
- **New Market Creation:** Built and launched the ANZ K-12 Public District market from scratch, generating \$700k ACV, \$3M pipeline, and \$2M TCV.
- **Partner Ecosystem Expansion:** Established and co-sold alongside strategic System Integrators (SIs) and cloud partners to scale deployment and drive platform consumption.
- **Referenceability:** Secured the first 3 Education Cloud enterprise customer implementations live across ANZ.

PREVIOUS LEADERSHIP & INSTITUTIONAL EXPERIENCE

Account Executive (Academic Advisor)
Crimson Education | Aug 2020 - March 2021

Head of Positive Education, Head of Year
Knox Grammar School | Jan 2006 - Dec 2019