

# Brendan Roche

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## VP of Sales Engineering

Sales Engineering executive with 15+ years of experience leading global pre-sales teams and delivering strategic growth in high-value SaaS markets. Proven ability to scale technical go-to-market execution across Enterprise, Majors, Key Accounts, and Public Sector. Passionate about building inclusive, high-impact teams, driving operational excellence, and leveraging AI/ML to enhance customer engagement and win rates.

### WORK EXPERIENCE

#### Datadog

04/2017 - Present

#### AVP, Sales Engineering (Americas)

- Lead SE org for Enterprise, Majors, Key Accounts, and Public Sector segments.
- Define SE vision, structure, KPIs, and AI-driven strategies to scale technical wins.
- Drive hiring, mentoring, career paths, and internal mobility.
- Oversee capacity planning and coverage to meet GTM needs.

#### Senior Director, Enterprise Sales Engineering (Americas)

- Led 160+ SEs across the Americas.
- Delivered \$175M+ (2023) and \$200M+ (2024) in Net New ARR.
- Partnered cross-functionally to align customer outcomes and drive strategic OKRs.

#### Director, Sales Engineering (NA West/Central)

- Grew central revenue >70%, doubled SE headcount, cut hiring time by 66%.
- Scaled hiring, onboarding, SME programs, and operational processes.

#### Director, Sales Engineering (NA West)

- Drove growth in top-performing region.
- Built leadership pipeline, optimized day-to-day SE ops, and retained key talent.

#### Regional Manager, Sales Engineering

- Managed SE team breaking into strategic enterprise accounts.
- Streamlined POV process, improved training programs, and influenced roadmap.

#### Team Lead, Sales Engineering

- Shortened onboarding from 6+ months to ~5 weeks.
- Supported strategic wins in SoCal, Bay Area, Pac NW, and Rockies.

#### Senior Enterprise Sales Engineer

- Owned technical sales process for strategic accounts.
- Delivered product demos, ran POCs, and drove technical closure.

#### TiVo

08/2015 - 04/2017

#### Senior Solutions Engineer

- Managed \$5M+ in revenue and led POCs for Tier 1 video providers.
- Developed API integrations and Python scripts to support content discovery.

**LogicTree LLC**  
**Chief Operating Officer**

**08/2013 – 07/2015**

- Led company to profitability, cut costs by 40%, and shifted to SaaS model.

**Project Director**

- Managed IVR software projects using Agile and Jira.

**POS Portal**

**03/2012 – 08/2013**

**Software Support Manager**

- Implemented revenue-generating support models and reduced MTTR.

**Technical Analyst**

- Supported large financial clients with cross-platform technical issues.

**the Computer Solution LLC**

**05/2009 – 07/2011**

**Founder & Lead Consultant**

- Built and sold a profitable SMB consulting business.

**Durango Herald**

**02/2008 – 07/2010**

**Project Manager**

- Managed CMS and 30+ web projects; launched SEO products.

EDUCATION

**MBA, Business Administration**

Walden University

**BA, Computer Science & Information Systems**

Fort Lewis College

CERTIFICATIONS

**American Sailing Association**

TEFL

PUBLICATIONS

**Systems and Methods for Predicting Viewing Behavior**

SKILLS

**Top Skills:** AI/ML, AWS, Cloud, SaaS, Sales, Software Development

**Languages:** English (Native), Spanish (Limited Working)