KERRY ANCHETA

ENTERPRISE REVENUE LEADER • BUSINESS BUILDER

CONTACT

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EDUCATION

University of Washington
Bachelor of Arts in Business Administration

KEY SKILLS

- ✓ **Go-to-market strategy**
- ✓ **Revenue operations**
- ✓ **Forecasting & capacity planning**
- ✓ **Segmentation & territory design**
- ✓ **Compensation & process design**
- ✓ **Enterprise pricing & subscriptions**
- ✓ **Renewals & deal approvals**
- ✓ **Sales organization & enablement**
- ✓ **Open source & developer GTM**
- ✓ **Global sales leadership**
- ✓ **Channels & customer success**
- ✓ **Government sales**

PROFESSIONAL SUMMARY

Revenue executive who designs commercial models for technical products and builds teams to scale them. Helped shape MySQL's enterprise monetization, launched HAProxy's first enterprise subscription model and led OffSec's global revenue organization through expansion. Combines global sales leadership with current experience building a service business and applying AI to operations.

EXPERIENCE

CHIEF EXECUTIVE OFFICER | Oct 2023–Nov 2026
Handy Homes Inc.

- **Business Building:** Founded a technology-enabled home services business with annual subscriptions and one-time projects; owned growth, pricing, customer experience and service operations.
- **Product and AI:** Built and led a four-engineer team; learned AI-assisted development alongside the engineers as we released two mobile apps and applied AI to daily operations.
- **Customer Operations:** Systematized the journey from lead intake and estimating through scheduling, field delivery and member care.

CHIEF REVENUE OFFICER | Nov 2018–Mar 2022
OffSec (Offensive Security)

- **Global Team Leadership:** Built and led an 85-person revenue organization across enterprise sales, government, customer success, enablement, channels and revenue operations.
- **Commercial Growth:** Tripled the customer base and increased average selling price fivefold.
- **International Expansion:** Expanded enterprise and channel reach across APAC, Europe, MENA and Latin America.
- **Commercial Operations:** Owned renewals, pricing, discount approvals and contract terms; implemented Salesforce-based renewal processes and partnered with finance on revenue recognition.

CHIEF REVENUE OFFICER | Apr 2016–May 2018
HAProxy Technologies

- **Enterprise Model:** Designed and launched the first enterprise subscription and go to market strategy with the founder, CEO, CFO and early customers.
- **Organic Growth:** Built the inaugural sales team and grew revenue from $0 to $3.8M in two years without outside funding; expanded the customer base fivefold.
- **Operating Cadence:** Established forecasting, sales capacity planning, bookings and cohort reporting.

HEAD OF SALES, INTERIM CONSULTING | Dec 2015–May 2016
HackerOne

- **Sales Turnaround:** Rebuilt sales and marketing during a six-month assignment; assessed talent and redesigned Salesforce reporting, forecasting and the sales process.
- **Product Launch:** Aligned sales execution with a major launch and helped recruit and transition to a permanent CRO.

TRAINING

LEADERS IN TECH
Stanford University
2023

LEADERSHIP SCOPE

GLOBAL REVENUE TEAMS
85-person organization at OffSec

LEADERS OF LEADERS
Five directors at Conductor

TECHNICAL SKILLS

- ✓ **Salesforce implementation & reporting**
- ✓ **Pardot**
- ✓ **Bookings & cohort analysis**
- ✓ **Sales forecasting models**
- ✓ **Capacity planning**
- ✓ **AI-assisted app development**
- ✓ **AI workflow automation**

SELECTED RESULTS

OFFSEC
85-person global revenue team

HAPROXY
$3.8M in two years

APPRENDA
$11M healthcare design win

EXPERIENCE CONTINUED

VP WORLDWIDE SALES | Mar 2014–Apr 2015
Conductor, Inc.

- **Sales Leadership:** Led an 85-person sales organization with five directors and 47 sellers, plus revenue operations and enablement.
- **Productivity:** Refined territories, compensation and sales process; shortened the sales cycle by approximately 15% and improved forecasting accuracy.

VP WORLDWIDE SALES | Feb 2011–Jan 2014
Apprenda Inc.

- **Team Building:** Built the initial enterprise sales and sales engineering teams for a technical PaaS business, then added SDR and implementation capacity.
- **Enterprise Win:** Landed an $11M healthcare design win in a complex enterprise sale.

SVP WORLDWIDE SALES & MARKETING | Jul 2010–Dec 2010
MongoDB

- **Early Team:** Hired and mobilized the inaugural sales team, securing enterprise design wins and reference accounts.
- **Commercial Foundation:** Established the initial customer profile, value proposition, objection handling and Salesforce/Pardot foundation; brought feedback into product priorities.

DIRECTOR SALES FOR AMERICAS | Feb 2008–Mar 2010
Oracle

- **Regional Leadership:** Led sales for the Americas for the post-acquisition MySQL business.

VICE PRESIDENT OF SALES | Jan 2002–Mar 2008
MySQL Inc.

- **Open Source Monetization:** Helped shape enterprise commercialization and recurring revenue models before MySQL's approximately $1B acquisition by Sun.
- **Enterprise Growth:** Connected broad developer adoption to paid enterprise workloads through packaging, strategic accounts and channel partnerships.
- **Organization Building:** Recruited and led account executives, sales engineers, managers, SDRs and operations teams through successive stages of growth.