

CHRIS D. SHAM

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EXECUTIVE SUMMARY

Founder Led Revenue Officer who builds organizations from zero to MVP to revenue to scale to M&A, acting as both Chief Revenue Officer and VP of Sales for early-stage and growth-stage AI and SaaS companies and engineering revenue engines that last. Notable builds include driving 50–75% year-over-year revenue growth for five consecutive years, architecting scalable frameworks that took a sales organization from 2 to 20 to 250+ and supported a \$100M+ funding trajectory, and transforming a non-functional multimillion-dollar biometrics platform into a market viable product now positioned for a \$30M–\$50M exit with active M&A discussions underway.

PROFESSIONAL EXPERIENCE

Fractional CRO (prior COO & VP of Sales)

faceEsign - Jan 2023 – Present

Remote / Orlando, FL

- Rebuilt a stalled AI identity platform with no revenue into a market-ready, revenue-producing business positioned for a \$30M to \$50M exit with active M&A discussions underway.
- Built and managed a lean cross-functional team across sales, engineering, and product development, prioritizing infrastructure over headcount to keep burn low.
- Developed the full GTM motion from zero including ICP, pricing and packaging, outbound motion, pipeline management, CRM, and sales enablement.
- Secured strategic pilots, enterprise partnerships, and M&A interest through pipeline development and solution selling into identity verification and AI governance markets.
- Owned P&L, revenue operations, and product-commercial alignment driving quota strategy, regulatory positioning, and acquisition readiness.

CRO turned Partner

914 VIP - Oct 2017 – Dec 2022

Hybrid / Westchester, NY

- Scaled a startup from the ground up managing cross-functional sales responsibilities across business development, account executive, and sales leadership while building a lean high-velocity team.
- Delivered 50% to 75% year-over-year revenue growth over five years through disciplined sales execution, pricing optimization, and a demand generation motion built from scratch.
- Drove the business from cash-negative to profitable by redesigning the revenue model, applying lean operating principles, and deploying automation to increase productivity.
- Built the full sales infrastructure including outbound workflows, pipeline management, messaging, and performance cadence creating a repeatable revenue engine that supported a successful exit.

Head of Revenue Enablement / GTM Architect

Cross Border Solutions - Oct 2016 – Sep 2017

Westchester, NY

- Architected commercial infrastructure for a high-growth B2B SaaS business, including GTM strategy, sales process design, pipeline management, and sales enablement tools.
- Scaled the sales organization from 2 to 20 reps in under 60 days and built systems that later supported 250+ SDRs and 80+ AEs.
- Supported a \$100M+ funding trajectory by delivering predictable pipeline coverage, KPI reporting, and revenue operations rigor that increased investor confidence in the model.

Business Development and Growth Consulting (various businesses)

Sham Empires - Sep 2006 – Aug 2016

NYC, NY

- Led a decade-long consulting practice helping startups, entrepreneurs, and small businesses build commercial infrastructure from scratch including sales process design, revenue systems, pipeline development, brand positioning, and client acquisition across SaaS, technology, and services verticals.
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Education: Colorado Technical University - Associates of Science - Feb. 2008 - Feb. 2010