

Victor A. Adefuye

GTM Strategy · Revenue Diagnostics · AI for GTM · Sales Training & Change Management

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SUMMARY

GTM strategist with 15+ years in B2B sales as a seller, sales leader, trainer, and consultant. I run GTM diagnostics for growth-stage and PE-backed B2B companies, turn the findings into a roadmap leadership signs off on, then build the AI workflows and run the training that make the change stick. I founded Dana Consulting in 2015, sold it to Winning by Design in 2019, served as Managing Director through 2023, and relaunched Dana with an AI focus. Clients and partners include HPE, Adobe, Tipalti, Mural, Uber Eats, Exelon, Mars, and Citi, and PE firms including Pamlico, Providence Equity, Insight Partners, VMG, and PSG.

SELECTED RESULTS

- **B2B LED signage manufacturer:** Built the funnel model and AI plan to double contact-to-won conversion (1.4% to 2.7%, modeled); 24x modeled ROI.
- **B2B technology company:** After the diagnostic and AI call-scoring rollout, BDR qualification rate rose from 58.8% to 100% and win rate in one vertical rose from 10.5% to 18.9%; 13.5x ROI.
- **DAT Freight:** Generated \$2.8M in pipeline, with a near-100% close rate in the finance segment.
- **Abre:** Cut forecast variance from 20% to under 15% (closest forecast in company history, per the SVP of Sales); built 200+ account plans in 90 days.
- **CEATI International:** Cut new-hire time to productivity from 4 to 6 months to 8 weeks, using 30+ AI role-plays and a certification gate.
- **Apex Leaders:** Doubled quarterly sales calls; cut sales cycle from about 6 months to as low as 1.5 months.

EXPERIENCE

Dana Consulting · Founder & CEO

2015 to present

Operated within Winning by Design 2019 to 2023

- Run GTM diagnostics: stakeholder interviews from frontline reps to the CRO, multi-year CRM export analysis, recorded-call analysis at scale, and process, tech stack, and enablement review.
- Deliver the leadership readout: the numbers needed to hit the revenue target, the target market, process and messaging changes, and the team required.
- Build the roadmap with leadership, get sign-off, then implement: train managers, reps, and RevOps; build the AI workflows; write system requirements.
- Report to CRO and CEO monthly and quarterly on progress against target. Clients range from about \$30M to several hundred million in revenue.

Winning by Design · Managing Director, Sales Architect, Trainer & Coach

2019 to 2023

- Joined when Winning by Design acquired Dana Consulting; helped grow the company from about \$6M to more than \$30M in revenue.
- Managing Director on engagements for clients including HPE, Adobe, CEATI, Thought Industries, and ITRS; project team member on Tipalti, Mural, and Uber Eats.
- Designed and scaled revenue processes across SDR, AE, and CSM teams using the Sales as a Science method.
- Designed and delivered SPICED and Bowtie training, SKO sessions, manager reinforcement workshops, and certification programs. Built the SPICED and Challenger integration for HPE's GreenLake sellers.

Pavilion, Enterprise GTM School · Lecturer

2022 to present

- Quarterly course on Sales Process Design & Optimization for 500+ VPs of Sales, CROs, and GTM executives, covering customer-journey alignment, conversion and velocity, playbooks and mutual action plans, and AI for sales productivity and coaching.

Bionic Solution · Sales Advisor

2016 to 2019

- Worked with innovation teams at Exelon, Mars, and Citi to validate demand and bring new products and services to market using lean-startup methods. (Bionic was acquired by Accenture Song in 2021.)

Apex Leaders · Interim VP of Business Development

2015

- Built GTM strategy, buyer personas, and Salesforce-based sales and marketing automation for a PE-focused advisory firm.

Earlier Career

2006 to 2015

- **Wellness Rebates** · Co-Founder & President, 2012 to 2015
- **Northwestern Mutual** · Financial Sales Representative (B2B group insurance and retirement accounts), 2010 to 2013
- **Lamb & Barnosky, LLP** · Associate Attorney (Corporate, Labor & Employment), 2006 to 2009

AI BUILDS IN PRODUCTION

- **BDR call-analysis automation** (n8n, Gemini, Salesforce, Slack): scores every qualification call against a vertical-specific BANT playbook, writes scores to Salesforce, and sends reps a scorecard and managers a summary.
- **Call-analysis skill library on Claude**: eleven reusable skills (MEDDPICC, SPICED, seller-skill, and buyer-journey extraction; won-vs-lost comparison). 30 calls in about 30 minutes, against 15+ hours by hand.
- **Legal intake qualification** for a mass-tort law firm (n8n, Azure OpenAI, Salesforce): 95% accuracy; 8 minutes to under 1 minute per case; 140 hours a month saved; 620% first-year ROI.
- **Buying-signal radar** for 500+ target accounts: 17-trigger taxonomy, prioritized alerts and outreach angles; 15 to 20 hours a week saved.
- **AI sales operating system** for a healthcare software company (Fathom, n8n, Salesforce, custom GPTs): MEDDPICC written to Salesforce with no rep typing across 17 AEs, rep copilots, and a weekly SVP deal-inspection brief; 13-week plan targeting 70%+ weekly usage by day 60.
- **AI sales diagnostic** for a sports-technology software company: 54 calls from 38 deals (23 won, 15 lost) scored on about 44 dimensions to show what separates wins from losses.

CLIENT ENDORSEMENTS

"There's been a visible lift in performance in terms of closing and cross-sell. I'd enthusiastically recommend him if you're looking to upgrade and upskill your sales organization."

Jennifer Fitzgerald, Co-Founder and CEO, Policygenius

"I can now coach 15 BDRs as effectively as I used to coach 5. The AI catches things I'd miss when reviewing manually." BDR manager, B2B technology company

"Overall, huge improvements and we are now able to incorporate into our forecast a gut check, RVP forecast, and weighted pipeline. ... We also saw a decrease in the number of days it takes opps to close win, further indicating our progress." RVP of Sales – East, Abre

EDUCATION

J.D., The George Washington University Law School · B.A., Political Science, Markets & Management, Economics, Duke University

THOUGHT LEADERSHIP & TOOLS

Superintelligent Sales (superintelligentsales.ai): newsletter and whitepaper on AI for B2B sales performance. YouTube: youtube.com/@dana-consulting. Pavilion faculty; podcast guest on discovery, sales management, AI in sales, and sales psychology.

Tools: Salesforce, HubSpot, Claude (Claude Code, Cowork, custom skills), ChatGPT, Gemini, NotebookLM, n8n, Make, Lindy, Clay, Apollo, Phantombuster