

Latif

AI-native GTM operator, founder, and platform builder

20+ years owning enterprise customer relationships, shaping complex commercial paths, scaling operator-led companies, and building AI systems for work intelligence, meetings, revenue teams, and governed development.

PUBLIC RESUME. CONTACT DETAILS ARE INTENTIONALLY OMITTED.

WHAT I OWN

- Enterprise account ownership across C-suite trust, account planning, forecasting, renewals, expansion, matrix-team orchestration, pricing, and commercial terms.
- Founder and operator experience: building companies, teams, go-to-market systems, advisory offers, product strategies, and delivery routines from ambiguous starting points.
- AI product and systems work across Joan, Meeting Sidekick, SalesSidekick, Sidekick Genius, Founder OS, VibeOS, and Microsoft-aligned GTM infrastructure.
- Hands-on builder mentality: architecture, research workflows, agent operating models, quality gates, evidence systems, and customer-facing AI adoption work.

PROOF POINTS

- 13 years at Cisco across enterprise sales, major-account ownership, Smart Cities, IoT, collaboration, data center, and security.
- 9x Cisco Sales Champion, 2x President's Club qualifier, and 5 promotions across multiple business units.
- Co-founded and scaled Symphonic Inc from \$0 to a \$20M business with 150 employees and 300%+ YoY revenue growth.
- Mentorship and AI-native GTM advisory for 70+ startups through Plug and Play ecosystem work.
- Current work spans Joan product company, Pipeline Rebel consultancy, and a portfolio of AI-native operating systems.

EXPERIENCE

Joan

AI product company — Joan Platform, Meeting Sidekick, SalesSidekick, Sidekick Genius, and SalesSidekick Legacy

Joan

Founder

2025 – Present

- Built Joan as the umbrella for customer-owned work intelligence, meeting infrastructure, and Sidekick products
- Joan Platform anchors the owned-memory architecture: capture how people work with AI, turn it into governed memory, and re-inject it into work surfaces
- Meeting Sidekick, SalesSidekick, Sidekick Genius, Microsoft-aligned product work, and SalesSidekick Legacy all sit under Joan

Pipeline Rebel

AI-native go-to-market consultancy — advisory, workshops, implementation, and enterprise GTM systems

Pipeline Rebel

Founder & CRO

2025 – Present

- Built Pipeline Rebel as the AI-native go-to-market consultancy: advisory, workshops, implementation, and revenue operating-system design

- Works across enterprise and startup GTM problems where AI adoption needs governance, workflow design, and commercial accountability
 - Startup ecosystem work across Plug and Play mentorship, AI GTM workshops, Skool community design, and Microsoft ecosystem packaging
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Advisory

Plug and Play mentorship, workshops, and startup GTM operating systems

Plug and Play Tech Center

Mentor & Advisor, AI-Native GTM

2026 – Present

- Mentorship and AI-native GTM advisory for 70+ startups across Plug and Play ecosystem work
 - Built and delivered the GOAL Spring '26 U.S. GTM workshop in Sunnyvale for founders and early revenue teams
 - Packaged Claude/ChatGPT/Codex for GTM Operations, workshop decks, exercises, and May Summit follow-through into a repeatable startup operating system
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Enterprise AE Roles

3 founding AE roles — AI voice, workforce intelligence, enterprise recruiting

Replicant

Global Strategic Account Director

2024 – 2025

- Built the global enterprise segment from the ground up, reporting directly to CRO
 - Closed the largest enterprise engagement in company history
 - Managed complex Fortune 500 AI transformation cycles across product, engineering, marketing, and customer success
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Reejig

Strategic Enterprise Accounts

2022 – 2023

- Workforce intelligence — helping enterprises understand and optimize their talent
 - Built enterprise pipeline from zero in an emerging market category
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SmartRecruiters

Strategic Enterprise Account Executive

2021 – 2022

- Built a net-new strategic enterprise segment
 - Fortune 500 pipeline where no enterprise motion existed
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Symphonic Inc

Co-Founder & CEO — \$0 to \$20M business, 150 employees, 300%+ YoY growth

Symphonic Inc

Co-Founder & CEO

2018 – 2021

- Scaled from \$0 to a \$20M business
- Greater than 300% YoY revenue growth
- 150-employee team across three vertically integrated companies
- ~15 industry awards

Cisco

13 years — Sales Champion 9x, President's Club 2x, Smart Cities \$30M+ deals

Cisco
Multiple Roles (13 Years)

2005 – 2018

- Sales Champion 9 times, President's Club qualifier 2 times
- Promoted 5 times across diverse business units
- Smart Cities initiative: \$30M+ deal pipeline
- Sold across IoT, collaboration, data center, and security business units
- Owned major-account planning, forecasting, renewal and expansion motions, commercial terms, and matrix-team orchestration across complex enterprise accounts
- Managed complex multi-stakeholder enterprise relationships

Proofpoint

Enterprise messaging security — top-performing European sales team

Proofpoint
Regional Sales Manager

2004 – 2005

- Top-performing sales team in Europe
- Strategy adopted as pattern for UK sales force
- Invited as trainer and mentor across organization

SELECTED AI SYSTEMS AND PRODUCTS

Joan Platform

Meeting Sidekick

SalesSidekick

Sidekick Genius

SalesSidekick Legacy

Founder OS

VibeOS

WorkspaceOS

Joans

SignalClaw

Fabriq

