

MARK SOLANO

Fractional CRO & Chief Growth Officer • SVP of Sales • Revenue Leader

Fintech, AI & SaaS GTM | Banks, Credit Unions & Lending Technology
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EXECUTIVE SUMMARY

Revenue leader with 20+ years building and scaling go-to-market organizations for fintech, AI, and SaaS companies that sell into banks, credit unions, and lenders. Owns the full revenue motion — pipeline generation and enterprise sales through expansion, forecasting, and RevOps. Delivered 150% of quota as SVP of Sales, scaled an enterprise book from \$11M to \$70M, and managed \$40M+ in team quota while improving win rates from 18% to 30%+. Equally effective running a full revenue organization or embedding fractionally to fix and scale GTM. Sells upmarket into institutions from \$5B to \$250B in assets.

CAREER HIGHLIGHTS

- Delivered \$9M in ACV at 150% of a \$6M quota as SVP of Sales, selling into banks and credit unions
- Scaled an enterprise book from \$11M to \$70M (over 6x), owning new-logo and expansion revenue
- Founding sales leader at Apiture — built the first BDR engine (\$2M in new-logo pipeline per quarter) and stood up Salesforce from scratch
- Managed \$40M+ in team quota; improved win rates from 18% to 30%+ and cut enterprise sales cycles 20–30%
- Earned President's Club six consecutive years; led a 20-person team to 35% year-over-year growth

CORE STRENGTHS

Revenue Architecture • ARR Growth • Go-to-Market Strategy • Pipeline Generation • Enterprise & Tier 1 Sales • Expansion & Renewals • Forecasting Discipline • Channel & SI Partnerships • RevOps / Salesforce • Team Building • Banks, Credit Unions & Fintech Lenders • AI-Enabled GTM

PROFESSIONAL EXPERIENCE

Founder & Principal — Fractional CRO / Chief Growth Officer / VP of Sales

07/2025 – Present

Solano Advisory Group • Wilmington, NC (Remote) — Advisory practice helping fintech, SaaS, and technology companies build scalable revenue engines. Vetted, verified member of the Go Fractional marketplace placing senior fractional operators with growth-stage companies.

- Advise founders and executive teams on revenue architecture, pipeline generation, forecasting, and GTM execution for growth-stage companies selling into banks and credit unions.
- Convert founder-led sales motions into repeatable, forecastable systems spanning sales process, RevOps, and channel strategy.

Director of Growth

02/2025 – 07/2025

Narmi • New York, NY — Enterprise digital banking platform (mobile, online, account opening, APIs) serving banks and credit unions.

- Led growth strategy and enterprise pipeline development for a digital-first banking platform sold into banks and credit unions.

Senior Vice President of Sales

04/2021 – 10/2024

Haberfeld • Wilmington, NC

- Delivered \$9M in annual contract value against a \$6M quota (150% of target), selling into community banks and credit unions.
- Partnered with inside BDRs to build and qualify new-opportunity pipeline, converting outbound activity into closed enterprise revenue.
- Established new partnerships that opened additional channels for new-business growth.

Vice President of Sales

05/2018 – 04/2021

Apiture • Wilmington, NC — Founding sales leader for a venture-backed digital banking and open API platform; scaled the sales team from 4 to 10.

- Exceeded the 2020 year-end goal by \$2M in total contract value; closed the company's largest Tier 1 client at \$1.8M in ARR.
- Built the company's first business development team and lead-generation engine from a standing start, producing \$2M in new-logo pipeline per quarter.
- Stood up Salesforce-based sales operations for full pipeline visibility and forecasting discipline.
- Built the enterprise Tier 1 team targeting banks from \$5B to \$250B in assets.
- Established channel partnerships with top system integrators including Deloitte, Capco, Wipro, and Level; sourced \$1.2M in partner pipeline.
- Partnered with the executive team on pricing strategy and led the org through a First Data platform migration.

National Account Manager | Executive Sales Leader

2006 – 2018

Velocity Solutions

- Grew enterprise book from \$11M to \$70M (over 6x) through new-logo wins and account expansion.
- Carried a national enterprise quota as player/coach while leading a 20-person new-logo team to 35% year-over-year growth; managed \$40M+ in team quota.
- Improved team win rates from roughly 18% to 30%+ and reduced enterprise sales cycles 20–30%.
- Owned expansion and renewals across the book and lifted NPS 30%.
- Built a new credit union sales team and delivered double-digit growth in a new market.
- Earned President's Club recognition six consecutive years (2012–2017).

EARLIER EXPERIENCE

- B2B Sales Leader, Raycom Media (2003–2006) — Led the largest B2B territory sales team; built GTM strategy and launched a new online streaming ad product.
- Director of B2B Sales / Account Executive, Comcast, Atlanta, GA (1997–2001) — Grew regional team revenue 98% while managing a 20-person sales team.

EDUCATION

Bachelor of Arts, Communications Studies · University of North Carolina Wilmington

SKILLS

Revenue Operations · Pipeline & Forecasting · Enterprise & Solution Selling · New Business Development · Go-to-Market Strategy · Channel & SI Strategy · Salesforce · Sales Management · Strategic Planning · Team Building · Banking, Payments & Lending · Artificial Intelligence (AI)