

JASON ALVES

Executive Commercial Leader | 0-to-1 Builder | Targeting Chief Commercial Officer Roles

Commercial Engine Build · GTM Strategy · Partner Development · Data Center Decommissioning & ITAD

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EXECUTIVE SUMMARY

0-to-1 builder and enterprise GTM leader with 25 years selling complex technical infrastructure to hyperscalers, global media platforms, and Fortune 500 buyers. At Lumen I launched two new organizations from nothing, first CDN and then Edge Computing and Edge Cloud, and led the partner development that scaled them. Currently leading strategic data center decommissioning and IT asset disposition (ITAD) programs at DMD Systems Recovery. A hands-on player-coach who puts the sales process, CRM discipline, and pipeline governance in place, then coaches the team that runs it.

0-TO-1 BUILDS & PARTNER DEVELOPMENT

CDN Organization (Lumen): Stood up a new CDN organization from the ground up and delivered \$270M in ARR, leading 2 Directors, 22 technical sales overlay hunters, and 7 solution architects. Set the GTM strategy, specialist coverage, and field enablement model.

Edge Computing & Edge Cloud (Lumen): Built the Edge Consulting practice from nothing: recruited and developed 13 solution consultants, enabled 100+ quota-carrying sellers across North America, grew top-of-funnel from \$120K to \$580M ARR, and closed \$180M ARR.

Partner Development (Lumen): Secured a \$5M strategic alliance investment, a 15% equity stake in Section.io, and a negotiated board seat, expanding TAM and creating a joint go-to-market revenue stream.

Managed Network Services (NTT DATA): Built the sales motion from scratch: \$0 to \$350M ARR in funnel, \$49M ARR closed.

CORE COMPETENCIES

GTM & Commercial Strategy: Commercial engine build • Territory planning • Pipeline governance & forecasting • CRM adoption (Salesforce) • New logo acquisition & expansion

Partner & Channel: Partner ecosystem strategy • Alliances & strategic investment • Joint go-to-market • Overlay & solution architecture leadership

Leadership: Team building & turnaround • Player-coach • Coaching & sales training • Cross-functional leadership with engineering & operations

Enterprise Selling: Data center decommissioning & ITAD • Hyperscaler & enterprise selling • Complex multi-stakeholder cycles • MEDDIC & mutual action plans • CIO / CISO / VP engagement • Negotiation • Business case development

PROFESSIONAL EXPERIENCE

DMD Systems Recovery Sept 2026 - Present

Director, Strategic Data Center Programs

www.dmdsystems.com

NTT DATA North America New York Metro / Remote | 2025 - 2026

Sr. Client Partner, Managed Network Services

Role concluded March 2026 following a corporate restructuring in which NTT DATA elected to exit the managed network services practice in North America and move the function to India.

0-to-1 build: Built the managed network services sales motion from the ground up, growing pipeline from \$0 to \$350M ARR in funnel and closing \$49M ARR in new services.

Strategic accounts: Led 5 technical sales overlay direct reports who owned and grew enterprise accounts across SD-WAN, WAN, LAN/WLAN, cloud connectivity, and managed security, positioning network modernization as outcomes tied to resilience, performance, and risk reduction.

Executive selling: Engaged CIO, CISO, and VP Infrastructure sponsors using MEDDIC, mutual action plans, and Salesforce pipeline governance.

Partners & delivery: Architected solutions with Cisco, Palo Alto Networks, Fortinet, and HPE Aruba across global onshore and offshore delivery teams.

LTN Global New York City / Remote | 2023 - 2024

VP of Major Accounts

Joined to lead an initiative to acquire Lumen's CDN assets and integrate them with LTN's IP video transport platform. Negotiations did not reach completion; departed when the initiative concluded.

Growth: Grew qualified pipeline from \$500K to \$3M and company revenue from \$30M to \$37M ARR in 12 months, lifting average deal size from \$12K to \$18K ARR through MEDDIC qualification and account expansion.

Leadership: Led retention and expansion across high-profile media accounts, managing 2 Director-level direct reports and 10 indirect reports in a matrixed organization.

Operating rhythm: Standardized engagement models, escalation paths, QBR cadences, and adoption playbooks, improving customer health and reducing churn risk.

Executive selling: Translated infrastructure capabilities into business outcomes for executive buyers, shortening cycles with mutual action plans; expanded into IP video transport, contribution, playout, and cloud video workflows.

Lumen Technologies New York City / Remote | 2009 - 2023

Sr. Client Executive (Sr. Director level, individual contributor) · Director, Edge Consulting · Director of Sales I & II, North America Specialized Sales · Director of Product Management & Sr. Solution Architect

GTM strategy & results: Drove 28% YoY growth at 80% margins, running new logo acquisition and account expansion motions at the same time.

0-to-1: CDN organization: Launched a new CDN organization (2 Directors, 22 overlay hunters, 7 solution architects) that delivered \$270M in ARR; sold CDN and video platforms across OTT to Disney+, NBC Peacock, and Amazon Prime Video/TNF.

0-to-1: Edge Computing & Edge Cloud: Built the Edge Consulting practice from nothing: 13 consultants recruited, 100+ sellers enabled, top-of-funnel from \$120K to \$580M ARR.

Partner development: Negotiated a \$5M strategic alliance investment, 15% equity stake in Section.io, and a board seat, creating a joint go-to-market revenue stream.

Conversion: Took over a fragmented, underperforming team and within 90 days drove a 47% gain in pipeline conversion, lifting close rates from 12% to 22%.

Enterprise portfolio: Led a strategic enterprise portfolio with 13 direct reports, driving C-level depth, renewals, and net-new expansion through whitespace identification and territory planning.

CAREER HIGHLIGHTS

Supported 3 Super Bowls, 2 Olympics, 2 World Cups, 4 MTV Music Awards, 2 Oscars, and the launches of Netflix, Disney+, TikTok (LATAM), and Amazon TNF.

SELECT ENTERPRISE CLIENTS

Amazon / Prime Video • Google • Microsoft • Equinix • Netrality • IBM • HP • Disney / Disney+ / Hulu • NBCUniversal (NBC / CNBC / Peacock / SKY) • CBS / Viacom / MTV • TikTok • Vimeo • NFL • MLB • Merck • Johnson & Johnson • Bloomberg • City of New York • Cornell University • Columbia University • FedEx • Chase Bank • Credit Suisse

TECHNOLOGY & DOMAIN EXPERTISE

Managed Network & Cloud Services • SD-WAN / SASE / Zero Trust / Managed Security • CDN & Streaming Infrastructure • Edge Cloud & Computing • AIOps / GenAI / Agentic AI • WAF / DDoS / Bot Protection • Video Transport & Payout • Salesforce • MEDDIC, Miller Heiman, Challenger Sale