

Sam Potnin

Enterprise Sales & Partnerships

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Enterprise sales and partnerships leader who turns complex commercial situations into executable plans and coordinates the people needed to deliver them.

Approximately 20 years in technology, including 16 years in commercial roles. Enterprise software, cloud, infrastructure, licensing, strategic accounts and partnerships. Open to employment and fractional commercial engagements.

PROFESSIONAL EXPERIENCE

Independent | Enterprise Sales, Partnerships & GTM Consultant

September 2022 - present

Support technology companies with enterprise deal strategy, vendor negotiations, licensing optimization, partner coordination, pipeline discipline and launch execution.

Current work includes commercial representation and partner/reseller go-to-market work for a cybersecurity vendor across the Americas.

SalesLens · Fractional Co-Founder / Head of Partnerships & Customer Success · May 2024 - December 2025. Owned partnerships and customer-success work spanning onboarding, retention and commercial feedback. The operating role ended on 1 January 2026.

Oracle | Enterprise Account Executive · Uzbekistan Territory

May 2017 - September 2022

Owned territory planning, strategic accounts, executive relationships, pipeline and forecasting across enterprise software, databases, cloud and infrastructure.

Exceeded quota in multiple consecutive years; coordinated cross-functional deal teams of up to 20 across customers, partners and internal specialists.

HPC HUB | Sales Director

October 2016 - May 2017

Built value propositions, sales process, KPIs, enterprise pipeline and the partner ecosystem for a cloud HPC platform.

Reported business revenue growth of 300% over six months during the tenure.

CloudDC | Account Executive / Cloud Evangelist

April 2016 - October 2016

Helped commercialize a Tier III-certified data center. Built early pipeline, service-catalog positioning and vendor relationships for IaaS, SaaS and PaaS.

Exceeded quota as an early commercial hire.

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Experience, capabilities & education

Database distributor (unnamed) | Head of Partnerships

2014 · short engagement

Recruited and negotiated with resellers and systems integrators. Signed 16 partners in two months.

Comparex | Key Account Manager · Manufacturing

October 2012 - August 2014

Managed enterprise software licensing, infrastructure, consulting and professional-services sales.

Won a \$90M multi-year Microsoft Enterprise Agreement in 2013. Delivered approximately 150% of target.

I.T. Co. | Key Account Manager

June 2010 - August 2012

Developed new enterprise accounts through consultative selling of systems-integration, hardware and software solutions.

Nicotech International | Implementation Specialist to Project Manager

May 2007 - September 2009

Delivered enterprise document-management, secured-printing, automated-capture and archiving projects. Worked on customer requirements, technical specifications, presales and delivery.

Chanel Russia | Database Administrator

2006 - 2007

Began my technology career in database administration.

COMMERCIAL CAPABILITIES

Enterprise and strategic account sales; territory and pipeline planning; complex negotiation; reseller/SI recruitment; partner-supported opportunities; executive relationships; cross-functional deal coordination.

Technical fluency across enterprise software, databases, cloud, infrastructure and licensing. Practical use of HubSpot and AI-assisted research and internal tools to support account preparation and follow-through.

EDUCATION

Master's degree (five-year Specialist program), Applied Mathematics and Informatics - Bashkir State University, 2001-2006.

Machine Learning, Artificial Intelligence and Deep Learning - MIPT, March 2023-March 2024. Non-degree continuing education.

LANGUAGES & LOCATION

English C2; Spanish B1-B2 (limited working proficiency); Russian native. Based in Buenos Aires, working internationally. Remote preferred; Buenos Aires office/hybrid roles welcome.

Selected cases and complete profile: potnin.com/experience