

Kevin R. Boryk

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Executive Summary

Strategic Enterprise Sales Leader with 15+ years driving transformational, multi-cloud, multi-stakeholder deals across Fortune 500 enterprises. Proven record of exceeding quota, scaling accounts, leading cross-functional pursuits, and partnering with C-suite executives to deliver durable growth. Deep expertise in Digital Experience, SaaS, Data, and CX platforms.

Professional Experience

Director, Strategic Initiatives, Adobe, Los Angeles, CA, January 2025 - Current

- Team lead for Adobe's largest and most complex enterprise sales and partnership pursuits across the High Tech and Manufacturing verticals
- Quarterback multi-cloud, multi-product enterprise motions cross-functionally (Sales, Product, Engineering, Legal, Finance, Partners) to source and close transformational deals; with heavy focus on building \$10M+ ARR pipeline
- FY25: Closed enterprise pursuits including ServiceNow, Allegis Group, FedEx, Intuit, and PwC
- Delivered 90% attainment against a \$70M ARR quota in 9 months, ramping rapidly into role and scope
- FY26: Leading four in-flight strategic motions representing +\$100M ARR

Account Director, Strategic Retail, Digital Experience, Adobe, Los Angeles, CA, January 2021- January 2025

- Led cross-functional account team that grew Costco Wholesale ARR from \$2.6M to \$11.25M with \$10M+ in active pipeline
- Drove a 13-month sales cycle, expanding a single-channel RFI into a full-stack, enterprise-wide Adobe investment
- Positioned Adobe as strategic transformation partner across marketing, data, commerce, and analytics
- Managed partner ecosystems including Accenture, Deloitte, PwC, Microsoft, Google, and Databricks
- One of Adobe's two Account Directors for Amazon; expanded into greenfield divisions including Prime Video, Twitch, Amazon Music, IMDb, Halo, and Amazon Games
- Sourced and closed \$2M+ ASV multi-solution opportunities within 11 months (Amazon)
- FY23 Platinum Club: 200%+ quota attainment
- FY21 Platinum Club: 150%+ quota attainment

Director of Sales, Enterprise, Medallia, San Diego, CA, September 2018 - January 2021

- Transitioned back to Individual Contributor role
- Led enterprise sales cycles across Medallia Experience Cloud and acquired products
- Trusted advisor to senior executives; consultative selling with Challenger methodology
- Closed major enterprise deals with Petco, Las Vegas Sands, Wynn Resorts, Airbnb, Cintas, LPL, and WeWork
- FY19: 250% quota attainment | President's Club

Regional Director of Sales, Enterprise, Medallia, San Diego, CA, September 2016 - September 2018

- Promoted to first-line leadership role at Sequoia-backed, pre-IPO "unicorn"
- Scaled team from 4 to 8 enterprise sellers, hiring and onboarding six new reps
- Closed strategic partnerships with Disney, Wynn Resorts, Las Vegas Sands, Live Nation, and The Cheesecake Factory

Application Sales Manager, Enterprise, Oracle Marketing Cloud, San Diego, CA, June 2014 - September 2016

- Following Oracle acquisition of Responsys, promoted to Enterprise Individual Contributor from Mid Market territory
- Portfolio sales for Oracle Marketing Cloud: Responsys, Eloqua, Bluekai, Compendium, and Datalogix
- Key deals: Viking River Cruises, Walt Disney Company, Hulu, Forever 21, among others
- FY16: 201% quota attainment | President's Club
- FY15: 187% quota attainment | President's Club

Director of Sales, Mid Market, Responsys, New York, CA, January 2014 - June 2014

Promoted to Director (First Line Manager) for the Eastern US

- Built and scaled team from four to seven fully ramped Account Executives
- Drove revenue commitment and quota attainment; managed forecasting, territory reviews, deal strategy sessions, and AE coaching/onboarding

Sales Manager, Mid Market, Responsys, San Francisco, CA, July 2013 - January 2014

- Selected from peer group to serve as interim manager
- Managed pipeline forecasting, territory reviews, deal strategy sessions; onboarded new AE and Director of Sales

Account Executive, Mid Market, Responsys, San Francisco, CA, May 2012 - July 2013

- Top-performing AE in strategic, enterprise sales cycles (6–9 month deal cycles)
- Applied Challenger methodology across complex, multi-stakeholder deals (Email, CRM, IT, Display, SMS, Social)
- Key deals: NBA/Houston Rockets, VFC/The North Face, ACE Cash Express, among others
- 168% quota attainment // President's Club 2013

Sales Development Representative, Enterprise, Responsys, San Francisco, CA, November 2011 - May 2012

- Launched SaaS career as SDR, supporting top-producing enterprise sellers
- Promoted to closing role in six months
- Engaged prospects including Expedia, Starbucks, Nordstrom, Harry & David, and E*Trade
- 120% quota attainment

Hybrid Wholesaler, HighMark Capital, San Francisco, CA, June 2010 - November 2011

- Client-facing new business role across Wirehouse and RIA channels in Indiana and Michigan
- Built territory from zero prior engagement

UHNW Private Banking Associate / Financial Advisor, Merrill Lynch, San Francisco, February 2007 - June 2010

- Supported UHNW (\$25M+ liquid assets) Private Banking team; \$13B total AUM across New York, London, and San Francisco
- Drove business development strategy; grew California book by \$400M AUM
- Managed client relationships and prepared all presentations and reviews
- Series 7, 66, CA Insurance Licensed

International Marketing & Communications Associate, SurfAid International, San Diego, June 2005 - November 2006

- Developed marketing collateral including press releases, editorials, and sales pitches
- Coordinated communications across offices in Sydney, Auckland, San Diego, and Padang (Indonesia)
- Led US West Coast movie premiere tour and East Coast promotional tour

International Public Affairs Department Intern June - September 2004 Merrill Lynch, London, U.K.

- Curated analyst research for press distribution; supported press conferences and Media/Public/Government Relations teams

Education

University of San Diego, San Diego, CA September 2001 - May 2005

B.A. in International Relations - GPA: 3.56

Minors in Business Administration & Philosophy

Study Abroad: Antigua, Guatemala & Madrid, Spain (1 year abroad)

Volunteer Roles

Coach: AYSO Soccer and Youth Baseball Little League

Board Member: President's Leadership Council, Crespi Carmelite High School

Board Member, Las Vegas Innovative Marketers Association Jan '16 - Sept '18

Big Brother, Big Brother Big Sister, Bay Area Jan '10 – Dec '13