

# Gretchen Fisk

## Contact

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## Education

BS TELECOMMUNICATIONS

BA POLITICAL SCIENCE

University of Florida

Summa Cum Laude

## Skills

Deep understanding of client life cycle from IC & manager perspective

Tools: Relevance AI, Gong, Salesloft, Jira, Asana, Salesforce, MixMax, Sendgrid, Looker, Google Studio

New hire onboarding and skills development coaching

Meticulous, methodical thinking with experience diving strategically into data & analytics

Data driven executive level presentations

## Accomplishments

2025 Go-To-Market MVP, Apartment List

Q3 & Q4 2025 Apartment List Leadership Award Winner

2022 GTM Teammate of the Year, Apartment List

Accelerating Your Impact Certification by Mahoney Performance Institute

## Interests

Reading, economic news, DIY home renovations & cooking

## Experience

### SENIOR GTM STRATEGY MANAGER

Apartment List | October 2025 - Present

- Participated in **strategic planning and operating model design for the 2026 GTM organization**, influencing executive decisions on segmentation, service coverage, sales processes and revenue growth priorities
- Architected and implemented scalable revenue operations frameworks including AE/AM ownership models, SFDC opportunity stage redesigns and introduced a company-wide MEDDPICC methodology to improve sales execution, accountability and forecast accuracy
- **Owned ' 27 pricing strategy initiatives**, complex negotiations and governance processes while partnering with Finance, Legal and Product leadership to balance growth and profitability objectives
- Served as a trusted advisor to GTM leadership, driving CX initiatives across Sales, Ops, Enablement, Partnerships and Finance to solve ambiguous business challenges and improve organizational scalability
- Championed the **adoption of AI-powered copilots, generative AI agents through Relevance AI** and automation systems across GTM functions to transform workflows and increase efficiency

### SENIOR MANAGER, ACCOUNT MANAGEMENT

Apartment List | February 2023 - September 2025

- Led a team of 8 Account Managers supporting **\$30M client portfolio**, driving **105% sales attainment** in 2024 and **125% attainment** through Q1-Q3 2025 while growing revenue 12% YoY
- Built and scaled a high-performance, accountable team culture through strategic hiring, onboarding, coaching, and career development programs across the AM and Sales organizations
- **Increased team's overall activity (email, call, meeting) by 49%** using Gong & Salesforce dashboarding
- Recognized as the top-performing team company-wide for AI product sales (A-List Nurture)
- Joined **10+ client calls/month** including in-person business review presentations every quarter
- Spearheaded the design and rollout of a comprehensive parental leave coverage program for AMs

### TEAM LEAD, CLIENT SUCCESS

Apartment List | January 2022 - February 2023

- Hired to define the CSM strategy for a new Inside Sales segment, partnering with three Sales Directors to redesign the CSM/AE engagement model and establish customer service levels
- Continually shared **feedback with cross functional partners to improve processes** between teams like product, engineering and enablement
- Balanced strategic leadership with hands-on execution, managing a book of business while leading a team
- Spearheaded a pilot program merging CSM and AE roles, achieving **108% attainment in 90 days** and driving full-scale adoption across the 45 person sales org the following quarter

### CLIENT SUCCESS MANAGER, INSIDE SALES

Apartment List | March 2021 - January 2022

- Hired to define the CSM strategy for a new Inside Sales segment, partnering with three Sales Directors to redesign the CSM/AE engagement model and establish customer service levels.
- Served as the **sole CSM supporting 15+ AEs** on the Inside Sales team
- Owned **churn mitigation for 800+ SMB accounts (\$9M annual revenue)**, meeting retention goals for 10 mos
- Identified gaps in reporting, resources and product knowledge amongst the sales org to foster continuous improvement and push for training opportunities in partnership with the Enablement team
- Led **30+ QBRs per month** via Zoom, leveraging data storytelling to drive new business development

### SENIOR CLIENT SUCCESS MANAGER, ENTERPRISE

Web Scribble | March 2020 - March 2021

- Managed full post sales lifecycle including renewals for national enterprise partners like AARP and Adweek
- **Reduced client onboarding time by 17%** in the first 6 months while increasing NPS
- Developed and implemented a comprehensive partner onboarding and renewal playbook, creating supporting assets such as case studies, videos, and referral programs to enhance engagement and retention
- Trained and upleveled personnel across the org while **creating onboarding program** for growing CSM team

### FOUNDING CLIENT SUCCESS MANAGER

Web Scribble | April 2018 - March 2020

- **Decreased time to launch new clients by 47%** within first year through streamlined processes and improved project management company-wide
- Helped clients transitioning from our competitors **increase their net monthly revenue by 34%**
- Achieved negative churn each year through revenue expansion, product adoption and long-term renewals