EVAN PATRICK SHAFFER

AI-Native Revenue Enablement Leader | Sales Readiness & Onboarding | GTM Systems

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ABOUT ME

Revenue enablement leader who uses AI to make sellers ramp faster, sell better, and stay current, at scale. Eight years of experience across healthcare, SaaS, and enterprise software, spanning the full commercial motion including seller onboarding and ramp, sales methodology and skills coaching, manager enablement, channel and partner readiness, and the product enablement that makes complex products sellable. I started in the seat, as an SDR and eventually an AE, so I build for how reps actually sell, not how the organization wishes they did. Today I design, ship, enable, and drive adoption of AI-native workflows, GTM agents, plugins, and knowledge infrastructure that sales and customer success teams use every day. Proven partner to CROs, CSOs, and product leaders in converting strategy into habits, systems, and measurable revenue outcomes with faster ramp, higher win rates, and stronger attainment.

EXPERIENCE

Spring Health | Austin, TX (Remote) | Oct 2025 to Present

Senior GTM Engineer & Enablement Lead | Jul 2026 to Present

Product Enablement Lead | Oct 2025 to Jul 2026

- Built the connective tissue between Product and GTM, giving Sales, Account Management, Customer Success and Partnerships Teams the confidence to drive adoption in a complex three-sided market for members, employers, and providers.
- Owned launch enablement across the product portfolio, translating our releases from small enhancements to major launches with clear storytelling and scalable learning experiences for GTM teams
- Launched a pilot network of AI agents that act as an embedded chief of staff for enterprise sellers, surfacing the account signals, messaging, and next-best actions inside the workflow so reps can prep faster and walk into calls more prepared.
- Design and ship internal AI capabilities end to end, including Claude plugin and skills, Guru knowledge agents, and automated launch ops and enablement content pipelines that cut manual asset production time >50%.
- Own the source-of-truth knowledge infrastructure that GTM teams depend on, keeping messaging, positioning, and product documentation accurate and retrievable by both humans and agents.
- Orchestrate Claude Code, ChatGPT agents, and Guru agents daily, pairing every build with an AI registry and adoption plan so tooling changes rep behavior instead of sitting unused.

Dropbox | Austin, TX (Remote) | Feb 2025 to Oct 2025

Enablement Partner, Global Field Operations & Sales Strategy | Sep 2025 to Oct 2025

Enablement Partner, Global Sales & Channel | Feb 2025 to Sep 2025

- Built and ran a recurring Blitz Week motion that generated net-new Dropbox Dash pipeline in a single week per quarter, scaling results from $1.2M to $2.3M to $3.1M over three consecutive quarters.
- Designed and delivered global revenue enablement for Sales, Account Management, and Channel teams across North America, EMEA, and APJ, covering Dropbox Core, Sign, and the AI products Dash and Reclaim.ai.
- Put AI at the center of customer conversations by building the field motion for Dropbox Dash, while keeping teams sharp on the core products driving consistent revenue.
- Applied the Winning by Design Provocative Selling framework to coach reps to reframe customer conversations and tie product capability directly to business outcomes.
- Owned onboarding, product training, and field readiness for the global sales and channel org inside the Data Intelligence, Strategy, and Enablement Team.
- Introduced AI role-play practice alongside live coaching, giving global reps on-demand practice in Provocative Selling conversations across three regions.

HST Pathways | Austin, TX (Remote) | Dec 2022 to Mar 2025

Head of Sales Training & Enablement

- Led training and enablement for the full Revenue org, with the overall team closing 2024 at 102% of bookings plan.

- Built the company's first AI roadmap for GTM and introduced scalable AI use cases across Sales, Customer Success, and Marketing, making AI adoption a repeatable function in the org.
- Launched a new companywide LMS, reducing ramp time and lifting performance across new and tenured sales reps and customer success managers.
- Partnered with Revenue Leadership to embed modern sales methodology into the sales process, improving our close rates org-wide, and enabled GTM teams through four product launches and two new service lines.
- Developed deep clinical operations and compliance fluency in HIPAA, SOC 2, and HITRUST so that enablement programs and messaging set us apart from competitors with our healthcare buyers.

Provi | Chicago, IL (Hybrid) | 2021 to 2022

Sales Training & Enablement Lead

- Scaled sales readiness through rapid growth by building custom sales content and enablement assets that improved field efficiency, and reduced our average time to first order from 30 days to 15 days.
- Designed and led new hire onboarding, and partnered with Product and Marketing on GTM strategy that contributed to a significant lift in new customer acquisition.
- Supported the SevenFifty merger through due diligence and identified integration opportunities that streamlined our post-merger alignment across both teams.

PatientPop (now Tebra) | Austin, TX (Remote) | 2020 to 2021

Inside Sales Training & Enablement Manager

- Rolled out Gap Selling as the core methodology, driving >20% increase in average deal size and standardizing how reps uncovered and positioned value.
- Ran monthly onboarding for SDRs, AEs, and Field Sales that cut ramp time by >25%, and partnered with LinkedIn's Top Sales Voice, Kevin Dorsey, on sales bootcamps for new hires.
- Improved discovery quality and negotiation outcomes.

Compeat (now Restaurant365) | Austin, TX (Remote) | 2018 to 2020

Sales Trainer | Account Executive | Sales Development Representative

- Fastest promoted SDR in the company's history, moving first from SMB to enterprise prospecting, and eventually into a full-cycle closing role across a seven-state Midwest territory before transitioning into Sales Trainer.

SKILLS & CORE CAPABILITIES

Revenue Enablement: Launch and product enablement, onboarding and new hire ramp design, persona playbooks, competitive positioning, live role plays, AI role plays, LMS content creation and administration.

AI & Agent Engineering: GTM agent design and orchestration, Claude Code, Claude plugins and skills, ChatGPT agents, Guru knowledge agents, prompt engineering for agents, Salesforce integration, workflow automation, and AI adoption roadmaps.

GTM Partnership: Product, Product Marketing, and Sales alignment, sales methodology rollouts, frontline manager coaching, channel sales enablement, and global program delivery.

Enablement & GTM Tech Stack: Gong, Salesforce, Hubspot, Outreach, SalesLoft, Gainsight, Guru, Actively, Bynder, Marq, Frontify, Docebo, Absorb, Sana, Articulate360, Highspot, and Seismic.

Methods and Domains: Challenger Sale, Winning by Design, Gap Selling, value-based selling, behavioral healthcare and SaaS, HIPAA, SOC 2, and HITRUST.

EDUCATION

University of Wisconsin, Madison - Business Management

Edgewood College, Madison - Clinical Psychology & Spanish