Kerry Ancheta

Revenue & go-to-market leadership

New York City Metro
kerry@kancheta.com · +1 917-703-3397
kerryancheta.com · linkedin.com/in/kerryancheta

Revenue executive who builds commercial models and leads the teams to scale them. Built OffSec's global revenue organization of about 100 people, launched HAProxy's enterprise subscription business, and built MySQL's North American enterprise business. Experienced in developing leaders and aligning CEOs, product, marketing and finance around growth.

Leadership scope

Global organizations
About 100 people at OffSec

Leaders of leaders
Five directors and about 100 people at Conductor

Selected results

OffSec
Annual revenue nearly tripled; above plan three years running

HAProxy
$0 to $3.8M revenue in two years

MySQL
79% of enterprise bookings in recurring subscriptions by 2008

Core strengths

- Go-to-market strategy
- Enterprise commercialization
- Pricing and packaging
- Global sales leadership
- Manager development
- Forecasting and capacity
- Channels and government
- Customer success

Experience

Handy Homes Inc.

Chief Executive Officer

Oct 2023 – Nov 2026

- Owned growth, pricing, customer experience and service operations for a subscription home-services business. Decided to wind down when margins fell short.
- Built and led a four-engineer team. Contributed AI-assisted development to two mobile apps; engineers reviewed, integrated and released the work.
- Applied AI to finance, marketing, support and documentation. Validated finance output alongside the bookkeeper before transferring month-end close.

OffSec (Offensive Security)

Chief Revenue Officer

Nov 2018 – Mar 2022

- Built and led a global revenue organization of about 100 people across enterprise, government, customer success, channels and revenue operations.
- Annual revenue nearly tripled, with 95% of the growth generated by the sales team. Exceeded plan three years running; tripled the customer base and increased average selling price fivefold.
- Expanded a $12M web ecommerce business into enterprise, government, mid-market and partner sales across international markets.

HAProxy Technologies

Chief Revenue Officer

Apr 2016 – May 2018

- Designed and launched the first enterprise subscription and go-to-market model with the leadership team and early customers.
- Built the first sales team and grew revenue from $0 to $3.8M in two years without outside funding; expanded the customer base fivefold.
- Established forecasting, capacity planning, bookings and cohort reporting.

Kerry Ancheta

Revenue & go-to-market leadership

New York City Metro
kerry@kancheta.com · +1 917-703-3397
kerryancheta.com · linkedin.com/in/kerryancheta

Education

University of Washington
BA, Business Administration

Stanford University
Leaders in Tech, 2023

Operating experience

- Revenue operations
- Segmentation and territories
- Compensation design
- Renewals and deal approvals
- Salesforce and reporting
- AI-assisted development
- Workflow automation

Case studies

OffSec, MySQL, Conductor and practical AI work at kerryancheta.com

Experience continued

HackerOne

Head of Sales, Interim Consulting

Dec 2015 – May 2016

- Rebuilt sales and marketing during a six-month interim assignment, including talent assessment, Salesforce reporting, forecasting and sales process.
- Aligned sales execution with a major product launch and helped recruit and transition to a permanent CRO.

Conductor, Inc.

VP Worldwide Sales

Mar 2014 – Apr 2015

- Led about 100 people under five directors, plus revenue operations and enablement.
- Organized three segment-aligned selling teams and worked with marketing and customer success to connect conversion, retention and product needs.
- Refined territories, compensation and sales process; shortened the sales cycle by approximately 15% and improved forecasting accuracy.

Apprenda Inc.

VP Worldwide Sales

Feb 2011 – Jan 2014

- Built the first enterprise sales and sales engineering teams, then added SDR and implementation capacity.
- Landed an $11M healthcare design win in a complex enterprise sale.

MongoDB

SVP Worldwide Sales & Marketing

Jul 2010 – Dec 2010

- Hired and mobilized the first sales team, securing enterprise design wins and reference accounts.
- Established the initial customer profile, value proposition and Salesforce/Pardot foundation, bringing customer feedback into product priorities.

MySQL Inc. (acquired by Sun in 2008, then part of Oracle)

VP Sales

Jan 2002 – Mar 2010

- Built North American enterprise sales from zero, with 79% of enterprise bookings in recurring subscriptions by 2008.
- Shaped subscription offers, enterprise agreements and deal approvals; built partner routes and opened the federal market through Carahsoft.
- After Sun’s acquisition, led MySQL sales for the Americas and enabled Sun’s field organization through Oracle’s acquisition of Sun.