

ROBERT BIMM

Chief Revenue Officer (CRO) | Enterprise & AI-Driven Growth

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Executive Profile

I am a Chief Revenue Officer with over 15 years of experience leading large-scale revenue growth, GTM execution, and AI-driven monetization in Fortune 500 and regulated industries. I've demonstrated my ability to integrate GenAI, automation, SaaS, and hybrid cloud into predictable revenue streams, expanding ARR, improving margins, and accelerating the pipeline. Furthermore, I pride myself on influencing over \$6B in enterprise revenue and successfully closing \$30M+ transactions, making me a trusted advisor to C-suite and board-level leaders.

Revenue & Operating Impact

- **\$6B+ career revenue influence** across enterprise software, AI, automation, and modernization portfolios.
- **\$30M+ strategic deal execution**, multi-year and multi-line-of-business transformations.
- **\$15M+ recurring ARR** growth through AI-enabled and cloud-based platforms.
- **Pipeline growth up to +49%** through modernization-led GTM strategy.
- **AI monetization leadership**: converting GenAI and automation into revenue growth, margin expansion, and operating efficiency.

Professional Experience

IBM CORPORATION

Technology Sales Leader – AI, Automation & Hybrid Cloud (Financial Services) 01/2021 - Present

- Owned enterprise GTM strategy across a \$150M national portfolio, spanning AI platforms, automation software, and hybrid cloud
- Drove \$15M+ in recurring ARR by positioning IBM watsonx and AI-enabled solutions with ISV and ecosystem partners
- Built and executed modernization roadmaps that increased qualified pipeline by 49% and accelerated consumption
- Closed \$30M+ in new business by aligning AI, automation, and data platforms to executive-level business outcomes
- Led consultative sales execution across hundreds of opportunities, improving client satisfaction by 30%

IBM CORPORATION

North America Sales Business Unit Executive - Consumer & Travel 01/2019 - 01/2021

- Delivered 455% of annual revenue target through outcome-based selling and modernization programs
- Achieved 10% year-over-year revenue growth across distribution, consumer, and travel segments
- Influenced \$10M+ in incremental revenue through AI-led transformation strategies and executive value engineering
- Expanded wallet share across 15+ major enterprise clients via analytics-, AI-, and automation-driven use cases

IBM CORPORATION

North America Sales Leader - Digital Business Automation 01/2015 - 01/2019

- Grew regional revenue 12% year-over-year by scaling automation-focused GTM motions
- Generated \$5M in cloud services revenue through platform modernization and migration strategies
- Created AI and automation sales plays that increased opportunity identification by 33%
- Enabled enterprise clients to reduce \$500K+ in capital expenditures, accelerating buying decisions

EMC CORPORATION

Director, Strategy & Solutions Team 01/2014 - 01/2015

- Launched three enterprise modernization sales plays, accelerating revenue capture in regulated markets
- Delivered \$11M+ in revenue modernizing compliance, content, and capture platforms
- Built and scaled enablement for 350+ sales and pre-sales professionals supporting enterprise growth

EMC CORPORATION

Director, Solution Architect Team 01/2010 - 01/2014

- Built a global solution architecture organization supporting enterprise and public sector sales
- Designed and delivered a six-country global enablement program under a \$200K operating budget
- Improved conversion rates by 20% and increased project delivery efficiency by 60% through modernization frameworks

Military Experience

United States Army

Cryptographic Equipment Repair Specialist

01/1998 - 12/1991

- Maintained secure cryptographic communications
- Decorated Combat Veteran, Operations Desert Storm / Desert Shield

Education

Colorado Technical University

Colorado Springs, CO

Master of Science – Computer Science (Software Systems Engineering)

2000

Colorado Technical University

Colorado Springs, CO

Bachelor of Science – Management Information Systems

1998

Core Competencies

Revenue Growth & ARR Expansion

Enterprise & AI GTM Strategy

Pipeline Development & Forecasting

P&L & Portfolio Ownership

Value Engineering / AI Proof of Value

Consumption-Based & Platform Selling

Ecosystem, ISV & Partner Strategy

Executive & Board-Level Engagement

Revenue Operations Alignment

Financial Services & Regulated Markets

IBM watsonx GTM & Monetization

Sales Transformation & Organizational Scaling

Executive Education

Harvard University — Insight Selling to the CXO

Harvard University — Breakthrough Value Leadership

Certifications

IBM Certified Manager

Certified Information Professional (AIIIM)

Six Sigma Green Belt (ASQ)