

Kyle Calzaretta

COMMERCIAL INTELLIGENCE · COMMERCIAL STRATEGY · GTM TRANSFORMATION

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00 SUMMARY

Commercial and technology leader with 20+ years across telecommunications, SaaS, revenue strategy, go-to-market transformation, product commercialization, and AI-enabled business systems. **I turn strategy into systems**, building commercial intelligence capabilities that turn information into decisions, accelerate execution, and **drive measurable revenue growth**. Information alone doesn't create advantage. The ability to turn it into decisions does.

01 CORE EXPERTISE

Commercial Intelligence · Revenue Growth Strategy · Go-to-Market Strategy · Product Commercialization · Business Development · Strategic Planning · AI & Business Transformation · Telecommunications & SaaS · Executive Leadership · Cross-Functional Operations

02 PROFESSIONAL EXPERIENCE

Synchronoss Technologies

Global cloud software for telecommunications operators · 2015–Present

Senior Director, Corporate & Product Marketing

2022–Present

- Lead global corporate and product marketing and commercialization strategy for the cloud software portfolio serving Tier-1 telecommunications operators across North America, EMEA, and APAC.
- Developed **commercial intelligence capabilities** supporting strategic planning, account development, executive decision-making, and growth initiatives across global operator accounts.
- Introduced **AI-enabled operating models** that expanded organizational capacity and accelerated research, planning, and commercialization activities.
- Led commercialization and go-to-market initiatives across operator cloud services, direct-to-consumer applications, and emerging platform opportunities.
- Supported global operator initiatives spanning SoftBank, Globe Telecom, Telkomsel, AT&T, Verizon, and SFR; supported Lumine integration and growth following acquisition.

Senior Director, Product Marketing & Sales Realization

2021–2022

- Led product marketing and commercialization across cloud and telecommunications solutions.
- Supported strategic pursuits, revenue acceleration, and cross-functional growth programs; improved go-to-market effectiveness with sales, product, and leadership.

Director, Sales Strategy & Realization

2018–2021

- Drove strategic growth initiatives generating **\$200M in incremental pipeline expansion**.
- Delivered **\$23M in booking value** through strategic pursuits and business development.
- Developed channel and partner frameworks; supported strategic pursuits across North America, EMEA, and APAC.

Director, Digital Transformation

2015–2017

- Led digital transformation initiatives across process improvement, customer experience, and business modernization.
- Supported enterprise technology adoption and cross-functional transformation efforts.

Bridgevine (Updater)

Senior Account Manager, Client Services

2014–2015

- Managed Tier-1 telecommunications relationships including AT&T, Verizon, DIRECTV, and DISH; oversaw a **\$15M+ portfolio** and supported significant year-over-year growth.

Acceller (Bridgevine)

Account Manager, Provider Management

2012–2014

- Managed Fortune 500 telecommunications partnerships; negotiated and executed marketing, business development, and revenue growth programs.

AT&T

Sales Execution Lead · Sales Operations Lead Analyst · Retail Sales Consultant

2004–2012

- Progressive leadership across sales, operations, customer experience, and strategic initiatives in the Rocky Mountain region; top-performing results and market-wide programs.
- Led operational and customer-experience initiatives; supported Alltel integration and strategic growth programs.

03 SELECTED SYSTEMS · AI-ENABLED

Representative production systems designed to improve decision-making, operational efficiency, commercialization, and organizational scale.

SYS-01 Institutional Memory Layer

Persistent knowledge architecture enabling long-term organizational learning and retrieval.

SYS-03 Commercial Intelligence Platform

AI-powered research, planning, and decision support for growth and strategic execution.

SYS-05 Brand & Content Operating System

Creative and publishing infrastructure for brands, narrative, and content at scale.

SYS-02 Market Intelligence Platform

Signal ingestion, analysis, and decision support to surface opportunities and trends.

SYS-04 Interactive Simulation Engine

Simulation system with automated balance testing across thousands of modeled outcomes.

SYS-06 Entity & Discovery Systems

Architecture for organizing knowledge so it's discoverable and trusted, building durable authority over time.

04 EDUCATION

University of Colorado Denver

B.S., Business Administration, International Business

05 AWARDS & AFFILIATIONS

Provider Account of the Year · AT&T Summit Award
· Service Excellence Award (Nom.)
Junior Achievement Mentor · Consumer Electronics Association · Colorado Technology Association