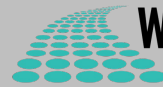


# Kathleen Lim Randall

Go-To-Market Advisory and Hands-On Execution Consultant



## WAYPOINT GTM ADVISORY

Go-To-Market and Sales Expertise

### EARLY STAGE | Pre-PMF / Series A

#### 🎯 GTM STRATEGY

- ICP hypothesis definition & validation
- Positioning & messaging definition & testing
- Competitive landscape mapping
- Initial pricing & packaging design
- Route-to-market selection (direct, channel, PLG, hybrid)

#### 👤 SALES EXECUTION

- Founder sales coaching (esp. for technical founders)
- First pitch deck & demo storyline creation
- Discovery framework & qualification criteria
- Initial sales process & CRM setup
- First sales hire profile & onboarding plan

#### 📣 MARKETING EXECUTION

- GTM message testing (outbound & inbound) using modern AI tools
- Website messaging & conversion audit
- Content strategy for early thought leadership
- Product marketing: first data sheets & one-pagers
- Demand gen foundation & lead source strategy

### SCALE STAGE | Series A-B+ / Growth

#### 🎯 GTM STRATEGY

- ICP expansion & segmentation refinement
- Multi-persona positioning & messaging matrix
- Competitive battlecards & win/loss analysis
- Pricing optimization & packaging tiers
- Partner / distribution / channel GTM strategy

#### 👤 SALES EXECUTION

- Sales playbook & enablement program
- Management operating rhythm (MOR) design
- Technical demo optimization
- RevOps / SalesOps analytics & forecasting
- Sales methodology rollout (value selling)

#### 📣 MARKETING EXECUTION

- Agile message testing programs at scale
- Product marketing: launch plans & analyst relations
- Campaign strategy aligned to pipeline goals
- Sales & marketing alignment frameworks
- Marketing attribution & funnel analytics

### MEET KATHLEEN



GTM Strategist & Operator:  
Sales + Product Marketing + Technical

🛡️ 26 Yrs GRC, Cyber, Audit & Risk

👤 SE → Rep → Sales Leader

📈 Startup, F500, PE-Backed Roles

🧠 AI-Native, GTM Mindset

🖥️ Technical: CISSP, CISA, GSNA

🏆 Stevie Gold Winner, Sales Executive

### HOW DOES A PORTCO START WORKING WITH KATHLEEN?



#### 2-Week Rapid GTM Diagnostic Assessment

*Outcome:* Prioritized plan of move-the-needle focus areas

### WHAT'S THE ENGAGEMENT MODEL?



**Engagement Models:** Fractional | Project-Based | Retainer

*Compensation:* Cash-pay. Equity + cash blend for strategic projects