

CONTACT

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CAREER HIGHLIGHTS

\$6.5M pre-production revenue at 3x target

\$2.3M largest ARR deal, expanded to 1.5x

Sales team led all regions at \$15M per year

Managed a 25-person SDR organization

Repeat enterprise buyer (NVA) across two companies

HOW I SELL

MEDDPICC qualification and deal reviews

Multi-threaded enterprise deals, operator to C-suite

Champion and economic buyer development

Self-sourced outbound pipeline (95% outbound)

Land-and-expand account growth

AI-driven prospecting and sales automation

LEADERSHIP & RECOGNITION

Board Member, Dogtopia Foundation, 2017 – 2023

Executive Board, PACCC, 2015 – 2017

Pet Age "Forty Under 40"

North Bay Business Journal "Forty Under 40 Ones to Watch"

EDUCATION

San Francisco State University

Lam Family College of Business

2005 – 2007

GARRET TADLOCK

ENTERPRISE ACCOUNT EXECUTIVE · AI & ENTERPRISE SAAS

EXECUTIVE SUMMARY

Enterprise seller with 20+ years closing seven-figure deals and 16 years in vertical SaaS. Founded PawLoyalty, ran it profitably for 14 years, and sold it to Kennel Connection. Runs a disciplined MEDDPICC process: qualifies hard on metrics and the economic buyer, maps the decision and paper process early, and multi-threads every enterprise deal from operators to the C-suite so no opportunity rests on a single champion. Builds AI-driven prospecting and sales tooling hands-on.

PROFESSIONAL EXPERIENCE

Chief Revenue Officer | Feb 2025 – Present

Doma Home Inc. | Austin, TX

- Own revenue strategy and commercial operations; generated \$6.5M in pre-production sales, exceeding target by 3x.
- Secured enterprise partnerships with Pella, Marvin, Andersen, and Kolbe Windows & Doors, plus national production builders, by multi-threading each account across product, engineering, and executive sponsors to make the technology standard in their product lines.

Strategic Advisor | Apr 2025 – Present

FetchDesk AI | Austin, TX

- Closed the company's first 5 enterprise franchise deals with brands including NVA, Earthwise Pet, and Zoomin Groomin; largest at \$2.3M ARR, since expanded to 1.5x.
- Ran each deal through MEDDPICC, multi-threading corporate leadership, operations, and franchisee owners and securing an economic buyer and champion before proposal.
- Designed and ran a 95% outbound motion with \$12,000 average ARR and a 9-day average sales cycle.
- Shape go-to-market strategy, pricing, and product requirements; build the voice AI agents and automation tooling behind the platform.

Chief Product Officer | Feb 2023 – Feb 2025

Kennel Connection & Hello-Groom | Remote

- Joined through the acquisition of PawLoyalty; aligned product, marketing, and support around customer retention and profitability across a global customer base.

Founder & Chief Executive Officer | Oct 2009 – Feb 2023

PawLoyalty Software · acquired by Kennel Connection, 2023

- Founded the industry's first online booking and digital pet charting platform; ran the company profitably for 14 years through its sale.
- Sold into enterprise groups including NVA, Dogtopia, Wag Hotels, and Destination Pet by multi-threading regional operations, corporate leadership, and procurement; largest deal \$1.32M ARR, with the top 4 logos worth \$3M ARR combined.
- Ran a 60% outbound motion with \$3,600 average ARR and an 18-day sales cycle; owned account management, onboarding, and success end to end.

Business Development Manager | 2004 – 2009

Magenic Technologies · Blackstone Technology Group

- Built and led the Bay Area sales team to 5 account managers while personally selling \$5M per year to Chevron, Visa, Wells Fargo, Williams Sonoma, and the Gap.
- Team consistently delivered \$15M in services revenue, leading all other sales regions.

Sales Development Manager | 2000 – 2004

MCI WorldCom

- Led a 25-person SDR organization, owning hiring, coaching, and pipeline generation standards.

