

CONTACT

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AI-ENABLED SDR

Developed and tested AI-enabled workflows for account research, target prioritization, outreach preparation, messaging, and scaled personalization.

BUILDER TOOLKIT

0→1 SDR motion
Outbound strategy
ICP & segmentation
Messaging & cadences
Hiring & coaching
Comp & KPIs
SDR→AE handoff
International scale
Pipeline analytics

STACK

Salesforce / CRM workflows
Salesloft · Outreach · Orum
LinkedIn Sales Navigator
Microsoft Copilot · ChatGPT
Claude · Claude Code
AI-assisted research & personalization

Louis Casale

Head of Sales Development · Pipeline Builder · AI-Enabled Operator

Sales development builder who spent more than 11 years helping scale Varonis after its IPO into a larger global cybersecurity company. Built SDR motions, teams, operating systems, and international coverage, ultimately leading an 85-person global organization producing roughly \$50M in annual pipeline. Most recently developed and tested an AI-enabled SDR operating model designed to make reps faster, sharper, and more productive. **Looking to bring that builder mentality and proven operating experience to an earlier-stage company.**

~\$50M

annual SDR-generated pipeline

85

SDRs at global scale

30–35%

of total company pipeline generated by SDR

244 / 146

SDR promotions / promotions into closing roles, 2020–2025

EXPERIENCE

Vice President, Global Sales Development

Varonis Systems Inc. · New York, NY Jan 2026 - Mar 2026

- Led the global SDR organization across North America, EMEA, and APAC, with **85 SDRs and 6 direct reports**.
- Owned an SDR engine generating approximately **\$50M in annual pipeline**, roughly **30–35% of total company pipeline**, and influencing about **\$30M in revenue**.
- Set global standards for pipeline creation, meeting quality, conversion, forecasting, and rep performance while partnering directly with executive leadership on go-to-market strategy.
- **Developed and piloted AI-enabled SDR workflows** across prospect research, account prioritization, outreach preparation, messaging, and personalization.
- Operated as a player-coach: close enough to frontline execution to test new motions, messaging, workflows, and productivity ideas before scaling what worked.

LEADERSHIP

Managed managers and global SDR teams

Built onboarding and coaching systems

244 SDR promotions from 2020–2025, including **146 into closing roles**

Developed frontline sales leaders

Partnered tightly with Sales, Marketing, and GTM leadership

EDUCATION

State University of New York at Purchase

Coursework in Business / Communications

Director, Global Inside Sales

Varonis Systems Inc. · New York, NY Jul 2017 - Dec 2025

- **Built the operating system behind Varonis SDR:** outbound playbooks, cadences, messaging frameworks, CRM workflows, performance standards, coaching rhythms, and pipeline inspection.
- Expanded the SDR model across North America, EMEA, and APAC, turning a regional function into a repeatable global pipeline engine.
- Partnered with Marketing and Sales leadership on targeting, campaign follow-up, territory needs, pipeline coverage, and qualification quality.
- Drove year-over-year pipeline growth of **+21%, +45%, and +25%** across key enterprise segments during periods of expansion.
- **Built Sales Development into a talent engine:** 244 SDR promotions from 2020–2025, including 146 into closing roles, while developing frontline leaders and career paths.

Inside Sales Manager, North America

Varonis Systems Inc. · New York, NY Dec 2014 - Jul 2017

- Helped turn an inconsistent regional SDR motion into a more disciplined, measurable outbound engine.
- Introduced structured cadences, prospecting frameworks, KPI tracking, dashboards, coaching, and performance management.
- Aligned SDR activity with Sales territory and pipeline needs, improving regional pipeline generation by approximately **20–30%** and meeting production by roughly **25%**.
- Coached reps on messaging, qualification, and execution while staying hands-on with frontline prospecting mechanics.

Sales Leadership & Account Executive Roles

GlobalSpec, Inc. · Tarrytown, NY Feb 2006 - Nov 2014

- Progressed from Account Executive to Sales Manager to Senior Sales Manager, leading teams focused on new business acquisition.
- Led the company's top-performing team and earned **Sales Manager of the Year in 2007, 2009, and 2011.**
- Improved team quota attainment from approximately **70% to 90%** and grew revenue roughly **15–25%**.
- Ranked in the **top 5%** of Account Executives for new-business attainment within the first year.