

Chris Wilson

CSO

About Chris Wilson

A proven CEO/CRO operator, Chris delivers measurable enterprise value by expanding ARR, improving EBITDA, modernizing GTM engines, and transforming engineering organizations. With three decades of leadership experience, Chris helps technology companies grow through acquisition, transformation, and market expansion. Known for stabilizing distressed environments and building durable revenue systems, he blends operational rigor with modern SaaS economics to accelerate growth across PE and VC backed companies. Whether in a complex PE portfolio turnaround or building a high-velocity GTM engine, Chris brings a hands-on approach to solving structural growth and operational challenges.

How Chris has Helped Businesses Grow

- Drove a 500% improvement in EBITDA at Grasp Technologies by restructuring engineering, modernizing processes, and sustaining industry leading SaaS gross margins, showing direct ownership of profitability.
- Improved development velocity at Grasp Technologies by 30% by introducing AI-augmented engineering tools and a Salesforce AI support agent while adding a full-time QA function to support scale and stability.
- Grew ARR 160% at Nutrient.io by integrating four acquisitions, institutionalizing MEDDIC, and building a 40-person global revenue organization.
- Scaled Hazelcast ARR by more than $20 million, a 500% increase, by rebuilding GTM, doubling ASP, and securing 35 Fortune 500 accounts.
- Delivered 24 consecutive quarters of growth at Hazelcast by improving LTV/CAC, reducing CAC payback, and strengthening enterprise sales execution.
- Generated $86 million in TCV at Hazelcast and expanded G2K customers 300% through disciplined GTM architecture and strategic alliances, leading to $40 million raised in Series capital by developing the growth narrative.
- Achieved 380% YoY growth building the initial business strategy for a new “start-up” unit within Oracle.

Expertise

Industry Experience

- SaaS
- Technology
- AI

Specialties

- Go-to-Market Strategy
- Growth Strategy
- Sales Growth

Education

- MBA, University of California Berkeley, HaaS School of Business
- BA, Economics, UC Santa Barbara

Contact Information

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How Chris Leverages AI for Business Impact

- Led pragmatic, enterprise-wide AI adoption across legal, engineering, customer support, sales, and product—combining rapid experimentation with governance, including helping develop the company's AI policy.
- Applied AI to drive measurable operating leverage, including reducing human-intervention support tickets by 30%, avoiding the need to hire one additional support FTE, and improving engineering velocity by 30% with no measurable decline in quality.
- Used generative AI strategically across commercial and executive workflows—from MSA review and negotiation support to personalized SDR outreach—contributing to revenue growth from $13M to $34M over two years.
- Empowered functional teams to identify and adopt AI solutions suited to their workflows, while personally accelerating adoption through hands-on coaching, workflow integration, and clear implementation expectations.
- Leveraged AI for strategic decision support, customer experience, product innovation, and rapid prototyping, including using AI agents for Level 1 customer support and generative AI to prototype future customer-facing experiences.

Executive Experience

- Chief Executive Officer, Grasp Technologies
- Chief Revenue Officer, Nutrient.io (formerly PSPDFKit)
- Chief Revenue Officer, Hazelcast
- Regional VP of Sales, Skytree
- Regional VP of Sales, Magnet Systems
- Progressive Sales Leadership Roles, Oracle