

SAL BATTAGLIA

Commercial Growth & Go-to-Market Leader | Enterprise Sales | Digital & Retail Markets

<https://sbatt.com/contact/>

EXECUTIVE SUMMARY

Commercial and go-to-market executive with 20+ years leading revenue growth, market expansion, and enterprise partnerships across retail, B2B services, SaaS platforms, and digital channels. Proven track record building and scaling sales teams, managing national customer portfolios, and engaging C-suite leaders to drive business transformation and profitable growth.

Led multi-channel commerce growth from \$30M to \$100M+ revenue, built B2B and digital acquisition strategies, and launched SaaS and consulting offerings. Experienced in digital marketing ecosystems including paid search, SEO, analytics-driven customer acquisition, and data-led commercial strategy. Certified in Artificial Intelligence for Business with applied experience using analytics and automation to improve sales performance and operational decision-making.

Recognized for aligning sales, marketing, finance, and operations to execute market strategy, exceed growth targets, and develop high-performing teams.

SALES & LEADERSHIP IMPACT

Built and led multi-region sales teams and commercial partnerships
Managed executive customer relationships including national retailers and distributors
Delivered sustained revenue growth and market expansion across retail and B2B channels
Developed go-to-market strategies and commercial offerings for services and SaaS platforms
Led digital marketing acquisition initiatives using paid search and analytics-driven optimization
Presented strategic growth plans and performance reviews to executive stakeholders

CORE COMPETENCIES

IT Fulfilment & Service Operations
Financial Modeling & Chargebacks
Vendor & Contract Management
Budgeting, Forecasting & Cost Optimization
Revenue Growth & Go-to-Market Strategy
Executive & Stakeholder Leadership
Private Equity & Investment Management
Digital Marketing & SEO
ERP & Systems Implementation
Risk, Compliance & Governance

PROFESSIONAL EXPERIENCE

The Salvation Army

Director, Technology & Commercial Services Strategy | 2025–Present

- Lead national service strategy and vendor partnerships supporting 400+ locations across Canada
- Developed centralized service model and financial framework enabling scalable service delivery and cost recovery
- Advise executive leadership on technology investment strategy and multi-year financial planning
- Manage strategic vendor relationships and commercial negotiations with national service providers
- Build cross-functional alignment across Finance, IT, and Operations to improve service adoption and performance accountability
- Deliver executive reporting and analytics used for senior leadership decision-making
- Lead and develop multi-disciplinary team and establish service governance, performance metrics, and KPIs

Gedasa Investments Inc.

Managing Director | 2020–Present

- Lead private investment strategy across real estate and alternative assets
- Conduct due diligence, valuation, and deal structuring for high-value investments
- Build investor relationships through performance reporting and market analysis

Apex 47 Inc.

Chief Revenue Officer | 2022–2024

- Built and executed sales and marketing strategy for commercial consulting and managed services offerings
- Developed partnerships and inbound lead generation channels to accelerate customer acquisition
- Led strategic negotiations and commercial agreements with enterprise customers
- Directed brand positioning, marketing collateral, and go-to-market execution

Surge Analytics / Surgeship

Chief Revenue Officer | 2022–2024

- Built and executed sales and marketing strategy for commercial consulting and managed services offerings
 - Developed partnerships and inbound lead generation channels to accelerate customer acquisition
 - Led strategic negotiations and commercial agreements with enterprise customers
 - Directed brand positioning, marketing collateral, and go-to-market execution
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Seacore Seafood

Vice President, Sales & Marketing | Director of Operations | 2000–2020

- Led national B2B and retail sales strategy across grocery, foodservice, and distribution channels
 - Grew company revenue from \$30M to \$100M+ through new market expansion and customer acquisition
 - Built and managed sales team, account managers, and brokers across multiple regions
 - Managed key national retail and distributor accounts and conducted executive-level customer negotiations
 - Developed category growth strategies and marketing programs to increase shelf placement and retail sell-through
 - Led brand marketing, digital marketing, and customer promotion strategy
 - Oversaw CRM and ERP implementation supporting sales forecasting and performance tracking
 - Presented business reviews and growth plans to senior customer leadership teams
 - Co-founded Sea Pact sustainable seafood alliance, positioning company as industry thought leader
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EDUCATION

Bachelor of Business Administration (Honours)

Schulich School of Business, York University

HACCP Certification

University of Guelph

Artificial Intelligence for Business Certification

Google AI Essentials Course

TECHNOLOGY & TOOLS

AI for Business Applications

ERP Systems

Financial Modeling & Analytics

Google Ads & SEO

Microsoft Excel, Word, PowerPoint
Digital Marketing Platforms

ADDITIONAL

Board & Non-Profit Leadership
Youth Sports Coach
Technology & Innovation Advocate