

WILL (OMEID) SEIDE

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ENTERPRISE SOLUTIONS & BUSINESS TRANSFORMATION

Enterprise Sales | Solution Consulting | AI & Automation | Operations & Process Improvement

PROFESSIONAL SUMMARY

Enterprise solutions and business transformation professional with 15+ years spanning enterprise technology sales, solution consulting, ERP/WMS, analytics, AI, workflow automation, and operational improvement. Experience ranges from developing \$12M+ enterprise pipelines and managing strategic accounts to leading complex ERP transformations and currently designing and implementing AI-enabled business systems. Combines executive discovery and commercial strategy with process analysis, solution design, implementation planning, technical delivery, and change management across sales, finance, operations, supply chain, and customer-facing functions.

CORE CAPABILITIES

Enterprise Sales & Growth: Enterprise Sales • Consultative Selling • Strategic Accounts • Account Planning • Pipeline Development • Forecasting • Business Development • Executive Engagement • Business Cases • Commercial Proposals

Solution Consulting & Transformation: Executive Discovery • Requirements Gathering • Process Analysis • Solution Design • ERP/WMS Transformation • Digital Transformation • Implementation Planning • Change Management • Stakeholder Alignment

AI, Automation & Technology: AI Strategy • Workflow Automation • Agentic Workflows • n8n • Zapier • Power Automate • OpenAI • Claude • Supabase • APIs • Systems Integration • CRM

Operations & Analytics: Process Improvement • Operational Assessment • Data Analysis • KPI Development • Reporting • Sales Operations • Supply Chain • Inventory • Warehouse Operations • Financial & Operational Analysis

Delivery & Leadership: Cross-Functional Leadership • Project Delivery • Resource Planning • SOW Development • Technical Documentation • Training • Client Enablement • Managed Services

PROFESSIONAL EXPERIENCE

Founder & Managing Partner

Pivotal Pathways Consulting | Chicago, IL | May 2024 – Present

- Lead an AI, automation, data, and operations consulting practice across 30+ client and product engagements, managing discovery, solution strategy, implementation, documentation, training, and ongoing support.
- Assess business processes and technology environments to identify workflow gaps, operational inefficiencies, data needs, and opportunities for AI, automation, analytics, and systems improvement.
- Serve as the primary solution architect and builder on most engagements, developing workflow automations, integrations, AI-enabled processes, dashboards, and custom business applications while coordinating additional technical resources when required.
- Engineered an insurance operations solution connecting six previously disconnected systems and processes, reducing manual activity by 20+ hours per week across a 10-person team while improving intake and customer follow-up.
- Develop business cases, process maps, requirements, architecture and data-flow diagrams, implementation plans, Statements of Work, acceptance criteria, documentation, and adoption strategies.
- Provide post-deployment managed services including workflow reviews, troubleshooting, maintenance, optimization, and updates as business requirements and connected systems evolve.
- Build organizational AI capability through consulting, workshops, webinars, and 20+ educational AI video posts, including the hands-on AI in Action Workshop and LPCC Marketing Masterminds programming.

Senior Account Executive — Food & Beverage ERP/WMS

Aptean | Woodridge, IL | Oct 2015 – Jan 2024

- Led consultative sales and solution strategy for Produce Pro ERP/WMS across produce, foodservice, wholesale distribution, grower/packer/shipper, and other perishable-goods organizations.
- Consistently achieved approximately 109% quota attainment, won 56 new logos, and contributed to approximately 35% new-logo growth while leading complex enterprise software and professional-services engagements.

- Led and supported approximately 50–60 ERP/WMS engagements representing \$40M–\$50M in total contract value over 8.5 years.
- Managed opportunities from account planning, forecasting, qualification, and executive discovery through demonstrations, business cases, competitive positioning, proposals, negotiation, close, implementation transition, and account development.
- Conducted cross-functional discovery across sales, accounting, finance, purchasing, inventory, warehouse operations, supply chain, and distribution to align technology investments with business and operational requirements.
- Developed extensive food-distribution expertise spanning gross margin, contract and cost-plus pricing, spoilage, claims, inventory write-offs, warehouse processes, traceability, delivery operations, and profitability drivers.
- Coordinated solution consultants, implementation resources, technical teams, customer leadership, and external technology providers across complex transformation programs.
- Representative engagements included multi-facility ERP/WMS modernization, competitive ERP replacements, phased warehouse transformations, and integrations with automated packing and traceability environments.

Senior Manager, Business Development — Big Data/Hadoop Solutions

MetaScale LLC — A Sears Holdings Corporation Company | Hoffman Estates, IL | Sep 2013 – Sep 2015

- Advised enterprise customers on Big Data strategy, analytics, Hadoop infrastructure, scalability, and emerging machine-learning use cases.
- Led business and technical discovery, opportunity development, forecasting, account planning, use-case definition, and proof-of-concept planning.
- Worked between executive and technical stakeholders to connect analytics and infrastructure investments to practical business outcomes.
- Developed and launched MetaScale's Hadoop training offering, creating 20+ courses and generating more than \$250K in revenue.

Key Account Manager / Business Development Representative / Pre-Sales Specialist

IBM | Greater Chicago Area | ~2010 – 2013

- Progressed across business development, technical pre-sales, and strategic account-management roles within IBM's predictive analytics organization.
- Generated 258 qualified opportunities, building a \$12.7M pipeline and contributing to \$3.53M in closed business.
- Promoted to manage a \$12.5M named-account portfolio, combining executive relationship management, account planning, forecasting, analytics discovery, and solution positioning.
- Earned IBM 100% Club recognition in 2011 and 2012 for sales performance.

SELECTED INDUSTRY & BUSINESS EXPERIENCE

Food & Beverage Distribution • Produce & Perishables • Grower/Packer/Shipper • Wholesale Distribution • Foodservice • Professional Services • Insurance • Construction • Community/Nonprofit Organizations

TECHNOLOGY

Enterprise & CRM: Produce Pro ERP/WMS • Salesforce • HubSpot • Microsoft Dynamics Exposure • Business Central • HawkSoft • Apollo

Automation & AI: n8n • Zapier • Power Automate • OpenAI • Claude • Microsoft Copilot • Agentic Workflows • Prompt Engineering

Data & Development: Supabase • PostgreSQL • SQL • REST APIs • JSON • Webhooks • Next.js • JavaScript • Python Workflow Steps • GitHub • Vercel

EDUCATION & CERTIFICATIONS

Bachelor of Science, Health Science — Millikin University

Certifications: Dataiku Core Designer • Dataiku Generative AI Practitioner • MIT Professional Education — No-Code AI & Machine Learning • Six Sigma Global Institute — Process Improvement Specialist • Dale Carnegie — Consultative Selling & Relationship Building