

PRIYA SUNDARAM

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Profile

Two-time CEO of venture-backed B2B SaaS companies, most recently leading a vertical AI platform from \$6M to \$41M ARR over four years. Built and sold a healthcare workflow company to a strategic acquirer for \$112M in 2020. Comfortable selling to the Fortune 500, hiring senior leaders, and running a board through hard quarters.

Professional Experience

Chief Executive Officer | Northwind Verticals (Series C SaaS) | Minneapolis, MN **June 2021**

- Scaled ARR from \$6M to \$41M with net revenue retention holding above 125% across the period.
- Raised \$58M across Series B and C from tier-one venture investors; managed full diligence, term sheet, and lead negotiation.
- Rebuilt the go-to-market motion from founder-led to a named-account model, growing the AE team from 4 to 31 and pushing average contract value from \$48K to \$186K.
- Hired CTO, CFO, and CRO within first 9 months; reset comp bands and equity refresh policy for the top 40 employees.
- Drove gross margin from 62% to 78% by re-architecting the data pipeline and renegotiating cloud spend.

Co-Founder & Chief Executive Officer | Lattice Health Workflows | Boulder, CO **March 2015 – March 2020**

- Founded the company out of an idea pitched at a hospital innovation summit; grew to 84 employees and 230+ hospital customers.
- Closed sale to a public health-tech strategic for \$112M in cash and stock; led full process with banker and board.
- Reached \$19M ARR by year four with a 9-month average payback period on sales and marketing spend.
- Personally closed the first 22 enterprise contracts, including three IDNs with 10+ hospitals each.

VP, Product & Strategy | Helix Data Systems | Boston, MA **January 2011 – February 2015**

- Owned product strategy and pricing for a \$74M ARR analytics business.
- Launched a usage-based pricing tier that grew to 28% of new bookings within 12 months.
- Built the company's first competitive intelligence and win/loss program, which informed a repositioning that lifted win rate by 11 points.
- Reported directly to the CEO and presented to the board four times a year.

Education

MBA **February 2011**

Stanford Graduate School of Business

BA **April 2006**

Economics, Williams College

Key Skills

- Venture fundraising (Series A-C)
- Enterprise SaaS go-to-market
- Board governance and IR
- M&A (sell-side experience)
- Pricing and packaging strategy
- Executive hiring and comp design
- Healthcare and regulated industries
- Annual planning and OKRs
- Customer success and NRR strategy
- Public speaking and analyst relations