

Andy Due

Chicago, IL
andydue@gmail.com
andydue.com

Founder & Enterprise Sales Leader

10+ years closing enterprise SaaS deals, \$10M+ in career ARR. Now building AI-native businesses and scaling Welcome.ai to 50K+ subscribers. Track record of joining early-stage companies and taking them from zero to 7-figure revenue.

EXPERIENCE

Welcome.ai **Co-Founder** **50K+ Subscribers** Feb 2025 - Present

- Built an AI tool directory and B2B newsletter from zero to 50,000+ subscribers in under 6 months
- Closing sponsorship deals with AI companies and monetizing through curated tool recommendations
- Built a fully automated funnel for prospecting, tool submissions, and enhanced profile purchases

BlueJayQA **Co-Founder** Feb 2024 - Jan 2025

- Co-founded QA-as-a-Subscription business, scaling to \$15K MRR within 6 months
- Owned full sales cycle from outbound prospecting to close
- Wound down in early 2025 to focus on higher-conviction opportunities

Coveo **Enterprise Account Executive** **Via Acquisition** Aug 2021 - Feb 2023

- Joined via Coveo's acquisition of Qubit; retained to support integration of legacy product into Coveo platform
- Served as sales overlay on enterprise deals, bridging product knowledge for AI search and recommendation engines

Cartful Solutions **Head of Sales** **Employee #2 → \$2M ARR** Nov 2018 - Oct 2020

- Second employee; built sales function from scratch and scaled company to \$2M ARR in 12 months
- Closed enterprise brands including Shiseido, Arc'teryx, and Smartwool
- Helped raise seed round and grow team from 2 to 20+ employees

Reflektion **Sales Director** **#1 Rep Company History** July 2015 - Nov 2018

- #1 rep for new business closed in FY17 and FY18; top producer in company history
- Carried 7-figure quota while building and managing a team of BDRs
- Redesigned outbound playbook: increased BDR pipeline generation by 300%

Sleepy Giant (adaptiv.io) **Major Account Sales** Feb 2013 - June 2015

- Generated \$2.2M in new revenue by implementing strategic account plans for app publishers
- Managed end-to-end client requirements to ensure high satisfaction and recurring revenue streams

Groupon **Senior Account Executive** **Top 5% of Reps** Feb 2011 - Feb 2013

- Earned three promotions in 12 months, taking responsibility for a Top 10 market
- Generated over \$8M in revenue and received the Sales Award for Excellence

EDUCATION

Purdue University

B.S. Business Administration and
Management

SKILLS & INTERESTS

Sales Enterprise SaaS, Complex Sales Cycles, Outbound
Strategy, Team Building

Building Claude, Codex, Next.js, Supabase, Python, Vercel, Netlify

Interests Poker, DFS, crypto, cooking, tech podcasts, my dog Gary