H. ADAM GOUDA

FEDERAL SALES LEADER | DEFENSE & ENTERPRISE TECHNOLOGY

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Technical Sales leader who builds, coaches, and scales teams that win in federal, DoW/DoD, and enterprise technology markets. 25+ years of consistent overperformance at 150%-300% of plan against quotas up to $25M annually. Launched two federal businesses from zero, hired and developed sellers who became executives, and trained hundreds of partner and SI sellers. Founder and CEO of a patented technology venture with full P&L and a successful IP exit. Leads cross-functional teams of sellers, solution architects, engineers, capture, pricing, and contracts to bring network, satellite, data center, cloud, Zero Trust, and AI to market. Highlights: 150-300% quota attainment across career | President's Club at Banyan, N.E.T., and Marconi | $0 to $11M federal channel business built | Hundreds of partner and SI sellers trained | $24M to $118M regional and federal revenue growth in 3 years

WORK EXPERIENCE

Lumen Technologies - Senior Director, U.S. Army (DoW/DoD)

01/2026 - current

- Manage a team of three Client Partners and lead strategy for the U.S. Army portfolio, including USACE, NETCOM, PEO Enterprise, and USARC, within Lumen's DoW/DoD business.
- Led a team of 5 cross-functional specialists to coordinate RFP and RFI responses, ensuring solutions, pricing, and compliance met Army requirements.
- Built a robust Army pipeline that integrated network, Fiber, Data Center, SD-WAN/SASE, cloud connectivity, and Zero Trust offerings, directly addressing the Army's modernization priorities and achieving a 30% increase in project alignment within the first year.
- Collaborated with 15+ Army senior leaders, program managers, and contracting officers to shape requirements and successfully positioned Lumen to secure 5 new task orders and recompetes.
- Developed teaming and procurement strategies resulting in partnerships with 5 prime contractors and 3 systems integrators for Army and DoD projects.

Verizon Enterprise Solutions - Senior Client Partner

06/2018 - 12/2025

- Achieved 150%-185% of annual quota every year, averaging $25M, across DISA, INDOPACOM, 4th Estate, and U.S. Army accounts.
- Led the DISA account and the cross-functional pursuit team that won the $515.3M Pentagon VoIP modernization task order.
- Captured an $8 million deal with USACE under the RITS contract by leading negotiations with prime partner SAIC.
- Managed client relationships and P&L for 5 major accounts within the U.S. Army, including USACE, NETCOM, PEO Enterprise, HRC, and USARC, achieving a revenue growth of 20% year-over-year.
- Led a team of 15 across engineering, capture, program management, and marketing, setting pipeline priorities and forecasts in Salesforce that contributed to a 20% increase in win rates.

Futron, Inc. - Federal Sales Manager

02/2016 - 06/2018

- Exceeded 150% of annual quota, averaging ~$5M, while leading a team of three (one inside sales representative, two engineers).
- Developed the pursuit strategy, negotiated, and closed a five-year, $12M GWAC award with the Defense Human Resources Activity (DHRA). Managed US Navy, DHS, Treasury and US State Dept.
- Collaborated with Cisco, ServiceNow, and Dell to create and deliver custom cloud and network solutions, resulting in 12 additional contracts worth $5M with defense and civilian agencies.

GoudaTech LLC - Founder, President & CEO

04/2012 - 02/2016

- Invented and commercialized a patented four-channel wireless LED signaling device, reaching international markets within 12 months through marketing, licensing, and distribution.
- Owned full P&L; grew annual sales to a $1.7M peak and negotiated the sale of the patent portfolio.
- Hired and managed a team of four, reducing customer service response times from 24 hours to 19.2 hours and implementing a new tracking system for shipping and fulfillment that increased accuracy.

Radware - Director of Federal Sales

03/2009 - 04/2012

- Built the federal go-to-market strategy and led a team of three (two sales, one engineer), consistently achieving 150%+ of a $3M annual quota.
- Established and strengthened 5 prime, SI, and VAR channels with Qwest, Unisys, and Accenture, resulting in successful pilot programs with DISA, Navy, State, VA, and USPS.

Marconi / FORE Systems - ATM Business Development Manager / Federal Channel Manager

- Led two engineers; built Qwest Government resale from $0 to $11M at 200%+ of quota; closed the initial DISA OC-48 backbone, the foundation of today's DoD Information Network (DoDIN). Owned FORE's federal desktop ATM sales, recognized by GCN as the federal market leader. President's Club every year.

Network Equipment Technologies - Federal Business Development Manager

- Led defense sales for multiservice WAN to the Naval Research Laboratory (NRL), DARPA, DISA, and the National Geospatial-Intelligence Agency (NGA); secured GWAC and IDIQ placement. President's Club every year.

Banyan Systems - Federal Channel & Account Manager

- Recruited and led a team of five, including three sales representatives and two engineers, to launch a federal business, achieving 300% of sales quota in the first year and 200% in the second year while securing deployments of 53,000 seats for the USMC and 48,000 seats for the US Navy, including SpaWar and NavSea, and the Air National Guard's 45,000-user network upgrade. Standardized Banyan's network operating system across six federal agencies, reducing system downtime by 20%. President's Club every year.

PROJECTS

Army business-development tool

- Built an Army AI business-development tool for Recompete tracking and contracting-officer lookup using LLM APIs, Supabase, and Netlify.

Portfolio website - adamgouda.com

- Designed and published a portfolio of signature wins, quota results, press coverage, and AI tools at adamgouda.com.

EDUCATION

University of Maryland | Robert H. Smith School of Business -
Master of Business Administration, Executive MBA Program

The Pennsylvania State University - Bachelor of Applied Science,
Electrical & Electronics Engineering

SKILLS

- Sales Management | Sales Leadership & Coaching | Team Building, Recruiting & Hiring | Sales Enablement | Go-to-Market Strategy | Territory & Quota Planning | Pipeline & Forecasting (Salesforce) | P&L Accountability | Channel, SI & Prime Partnerships | Executive Engagement | Capture & Negotiation | DoW/DoD Acquisition | Zero Trust, SASE & Cloud | Space & Satellite | Data Center | AI Go-to-Market | Federal & Public Sector Sales | Revenue Growth