Ryan Hodge

Sr. Manager, Sales Engineering
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Sales Engineering leader with 10 years of experience in web infrastructure and cloud platforms. Built and led a global team of 14 SEs supporting $27.6M in pipeline across pre-sales. Deployed AI-powered developer tooling to 200+ GTM members, built repeatable SE processes from scratch, and co-sold the first headless, React-based product offering alongside the founder and CTO. Track record of driving technical excellence, coaching SE teams, and partnering with Sales and Product to win enterprise accounts including Microsoft, WeWork, and Ticketmaster.

EXPERIENCE

Sr. Manager, Sales Engineering

WP Engine │ Jan 2022 – Present │ Austin, TX

Team Leadership & Coaching

- Led a global team of 14 Sales Engineers and Solution Architects across pre-sales and post-sales, supporting $27.6M in pipeline and contributing to $15.1M in assisted closed-won ARR 2025.
- Maintained 100% team retention while driving 4 internal promotions.
- Implemented MEDDPICC-based performance KPIs via Gong.
- Redesigned variable compensation from a 50/50 regional to 80/20 regional split and introduced a Trusted Advisor Award, aligning incentives with regional revenue targets and cross-functional contributions.
- Introduced 1:1's as working sessions, not status updates. Increasing engagement and driving internal peakon scores up to 9.2 for engagement and management support.
- Led technical retention response during a major platform ecosystem disruption, walking enterprise customers through API architecture changes and platform continuity plans. Earned C-suite recognition for impact on churn reduction.

Repeatable Plays & Process Building

- Designed and deployed a global SE-to-rep assignment system from scratch, aligning SEs with reps across 3 regions by segment (SMB/MM/ENT) and sales motion.
- Built structured Slack escalation workflows requiring sales leader approval before SE engagement, reducing unqualified SE escalations by 66% quarter over quarter.
- Created 12 Product Councils as a Voice of the Customer program, establishing structured feedback loops between Technical Solutions, Product & Engineering, and Product Marketing to directly influence the product roadmap.
- Identified $3.4M in at-risk ARR through Product Council data. Championed an SE-prototyped feature that contributed to a 20% lift in AI Toolkit closed-won deals.

Developer Tooling & AI Implementation

- Deployed a RAG-based AI application to 200+ global GTM members, providing near-instant answers to 100+ monthly technical inquiries previously requiring approximately 24-hour SE turnaround.
- Led red-teaming across the AI tool, identifying 43 high-criticality issues and driving 92 corrective actions. Enabled confident expansion from pilot to full GTM rollout.
- Close-win rate on non-SE-attached opportunities increased from 36% to 43%. Accelerated mid-market deal cycles by approximately 15% within 90 days of rollout.
- Built and deployed web applications on Vercel using v0 and Next.js, including TrainerGPT (trainergpt.xyz), an AI-powered coaching tool featuring custom system prompts and agent evaluation frameworks, and a portfolio site (ryanhodge.xyz).

Sr. Sales Engineer, Enterprise

WP Engine │ May 2018 – Jan 2022 │ Austin, TX

- Delivered $8.25M in closed-won ARR at a 64.8% win rate, winning enterprise accounts including County of LA, Microsoft, WeWork, and Ticketmaster.
- Co-sold WP Engine's first headless WordPress offering (Atlas)alongside the founder and CTO. Closed $210K ARR across 8 deals in the launch quarter, then took full ownership of the technical sales motion and helped hire a Solution Architect to scale it.
- Designed and delivered monthly technical training for sales teams, ramping approximately 100 reps over 12 sessions on product capabilities, competitive positioning, and technical discovery.
- Won Sales Engineer of the Year (2x) and two-time President's Club winner. Highest revenue-producing SE in the organization.

Entrepreneurial Experience

(2021 – 2024, transitioned to Limited Partner)

- **COO, badbad.wtf**: Helped scale from founding to 10 employees. Generated $1.8M in revenue in first year. Secured retail distribution with Urban Outfitters. Built gamified digital experiences on blockchain infrastructure. Now a passive LP.
- **Product & Business Development, thesolver.com**: Led product development, executed a company acquisition to expand offering, managed API integrations and data workflows. Now a passive LP.

REFERENCES

Name	Company	Phone
Eric Thiel	Stealth AI Startup	(210) 872-8004
Tony Capasso	OnProfit	(512) 560-1822
Heather Brunner	WP Engine	(512) 917-0422
Eliza Peabody	DoorDash	(412) 773-0352
John Eitel	ORUM	(512) 656-0198
Jordan Maslyn	Webflow	(949) 235-2486