

Justin Hambleton

California, USA

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(858) 531-5064

SUMMARY

Solutions leader with 15+ years building and scaling technical go-to-market teams in fintech and enterprise SaaS. Track record of developing frameworks, enablement programs, and operating models that improve deal velocity and solution consistency. Combines executive presence with hands-on technical depth - equally effective in C-suite conversations and architecting complex integration solutions.

PROFESSIONAL EXPERIENCE

Director, Global Product Strategy & Technical Enablement

Mastercard – Purchase, NY (Remote)

Jul 2025 – Present

Leading global technical enablement strategy for Mastercard's loyalty and engagement sales organization. Partnering with Sales, Product, and Engineering leadership to define solution frameworks, demo standards, and enablement programs that accelerate deal cycles and improve technical win rates across all customer segments.

- Deployed AI-powered enablement tools across 500+ person GTM organization, reducing time-to-demo by 80% and standardizing solution delivery across regions.
- Built centralized knowledge management system supporting RFP responses, pre-sales technical validation, and post-sales delivery - improving solution consistency and reducing ramp time for new hires.
- Defined integration patterns and technical architectures for merchant acquiring and issuer financial workflows, enabling SEs to articulate complex data flows to CFOs and technical stakeholders.
- Created demo automation platform that reduced custom demo preparation from 2 days to under 5 minutes, directly improving deal velocity and allowing SEs to support more concurrent evaluations.

Director, Solutions Engineering

Mastercard – Purchase, NY (Remote)

Oct 2018 – Jun 2025

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- Built and led Solutions Engineering organization across North America and Latin America (6 direct reports), with dotted-line leadership of 12+ SEs globally. Oversaw regional leads and established operating rhythms across all segments.
- Partnered with Sales leadership to close 15 enterprise accounts representing ~\$75M in revenue, supporting complex evaluations involving finance, IT, and operations stakeholders.
- Designed and implemented hiring framework, 90-day onboarding program, and ongoing enablement curriculum adopted across all Mastercard SE teams globally. Reduced new hire ramp time by 40%.
- Owned the operating model for technical evaluation and demo delivery, including standardized discovery frameworks, solution templates, and quality governance across the funnel.
- Established demo certification program across three product lines, ensuring consistent technical messaging and improving win rates on competitive evaluations.
- Collaborated with Product and Engineering to influence roadmap priorities based on field feedback, while building reusable demo assets and integration reference architectures.

Engagement Manager

Bluewolf, an IBM Company – Seattle, WA

October 2017 – September 2018

- Led post-sales technical delivery for enterprise accounts including T-Mobile, Itron, E&J Gallo Winery, and CSU System. Coordinated cross-functional implementation teams, owned technical project plans, and ensured successful go-lives for complex multi-cloud Salesforce deployments involving Service Cloud, CRM, and Marketing Cloud integrations.

Senior Solution Engineer

Salesforce – Chicago, IL

August 2016 – October 2017

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- Closed two new logos in the first 8 months.
- Discovered and developed commerce solutions centered around the Salesforce Commerce Cloud platform.
- Developed and delivered engaging executive-level platform demonstrations.
- Identified cross-cloud solutions involving Marketing Cloud/Krux, Salesforce Core, Service Cloud & Community Cloud.

Lead Solution Consultant

Origami Logic – Menlo Park, CA

January 2016 – September 2016

- Evangelized and presented Origami Logic's unique marketing analytics platform to executive level decision makers.
- Identified solutions for helping to improve marketing insights across a wide variety of marketing data sources including, web analytics, paid search, display, social and CRM.
- Designed and developed industry-focused marketing analytics dashboards for pre-sales presentations.

Director, Product Strategy

Signal – Chicago, IL

October 2014 – January 2016

- Focused on universal identity, second-party data sharing and audience activation as well as understanding the impact of a universal identity on analytics and marketing attribution fidelity (versus relying on first and/or third-party identifiers).
- Orchestrated universal identity and data onboarding partnerships with LiveIntent, Nuestar/Aggregate Knowledge and FICO.

Director, Sales Engineering

Tealium Inc. – San Diego, CA

July 2013 – September 2014

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- Hired and developed Tealium's global Sales Engineering team.
- Lead strategist on numerous North American enterprise sales wins and one Asia Pacific win between November 2013 and July 2014.
- Developed an entire "marketing cloud" including a fully functioning Magento ecommerce website and mobile app, Amazon Kinesis data collector, S3 storage and Splunk instance and various integrations to third-party ad and marketing systems (via API).
- Spearheaded and organized an internal R&D effort focused on applying data collection and distribution technologies to internet enabled devices.

Manager, Account Management (Retail)

Yahoo! Inc. - Carlsbad, CA

October 2011 – July 2013

- Directed a team of eight Account Managers overseeing the retail advertiser book of business, including most major IR 500 brands.
- \$150M in revenue under management in 2012.
- Grew RUM by 30% YoY (2011-2012).
- Cultivated strategic business relationships with top retail advertisers at Yahoo (as well as Microsoft through the Strategic Alliance).
- Achieved quarterly revenue goals three out of four quarters in 2012. Exceeded 2011 Q4 revenue goal by 22%.

Team Lead - Technical Account Management

Yahoo! Inc. - Carlsbad, CA

March 2007 – October 2011

- Helped build Yahoo's technical account management practice following the introduction of Yahoo's Sponsored Search platform in 2007.
- Oversaw strategic relationships with Yahoo's top spending advertisers and technology partners, including the top 5 search advertisers as well as most of the major third-party bid management platforms.

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- Following the acquisition of Right Media, was the principal technical consultant for all internal Yahoo projects integrated with Right Media.
- Worked with research & development teams in Beijing and Bangalore to develop Yahoo's targeting solutions and programmatic buying platform.
- Introduced Salesforce to the Technical Account Management team, streamlining the API provisioning process.

Senior Interface Designer

Visual Sciences (formerly WebSideStory Inc.) - San Diego, CA
September 2003 – May 2006

- Senior Interface Designer on three major versions of WebSideStory's HBX web analytics product (2.0 – 4.0).
- Lead UI designer on two major versions of HBX (3.0 & 4.0).
- Lead UI designer on WebSideStory's PPC bid management platform (HBX Bid) and interim product manager.
- Collaborated with product managers and engineering team to define project scopes through use cases, storyboards, and conceptual mockups.
- Documented design work using flowcharts, wire frames and functional specifications.
- Designed user interface elements, including iconography and charting specifications. Integrated client-side templates (HTML, CSS, JS) with server-side (JAVA, Struts).

TECHNICAL SKILLS

- Hands-on development with modern web frameworks including React, TypeScript, and Next.js. Proficient in Python for data engineering, automation, and AI/ML applications. Proficient with SQL and NoSQL datastores including PostgreSQL with pgvector for vector similarity search.
- Deep expertise in generative AI and large language models including OpenAI GPT and Anthropic Claude model families. Proficient with LangChain for orchestration, RAG architectures, multi-turn conversational agents, and agentic workflows. Hands-

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on proficiency with Microsoft Copilot Studio for enterprise agent deployment.

- Proficient with interface design and information architecture practices, modern JavaScript/TypeScript development, and RESTful API design. Proficient at building production AI systems including inference optimization, prompt engineering, and embedding-based retrieval systems.

EDUCATION

CSU Fresno

US-CA-Fresno

Computer Science Major / Graphic Design Minor

Fresno City College

US-CA-Fresno

Associate of Arts

PROFESSIONAL REFERENCES

I will gladly share professional references upon request.