John C. Ossian

Strategic Sales Engineer · AI Agents & Enterprise CX

Denver, CO · johncossian@gmail.com · linkedin.com/in/johnossian

Ask my AI agent about my work
A RAG agent I built on my career
Try it live →

$40M+	145%	3×	$1.1M
INFLUENCED REVENUE	AVG. QUOTA ATTAINMENT	PRESIDENT'S CLUB · EVERY YEAR OFFERED	RECORD PENDO DEAL

Summary

Strategic Sales Engineer who builds AI solutions around the business outcomes buyers care about, like faster resolution for customers and real self-service for employees. I design and ship working AI agents, multi-agent workflows, and POCs using Claude Code, Cursor, and leading LLMs to prove those outcomes before the deal is signed. That hands-on build work is backed by 10+ years of enterprise SaaS presales and the ROI story that gets deals done.

- **Hands-on AI builder:** chat-to-voice agent workflows and multi-brand refund agents for major cruise line and global apparel POCs, lead SE on Seismic's AI Tiger Team, and a self-built RAG agent that answers questions about my career
- **$1.1M deal, the largest software rationalization in Pendo history**, won on a net-new use case
- **Mid-Market Sales Engineer of the Year** at Seismic, with a record 52 closed-won opportunities (FY20)

Experience

DevRev | Strategic Sales Engineer

Denver, CO · Jun 2026 – Nov 2026 · Role eliminated in RIF

- Built voice and chat AI agents and demo environments for prospect POCs through DevRev's APIs, using Claude Code and Cursor with builds managed in Git; typically went from discovery to a working agent in about a week
- **Major cruise line POC:** built an end-to-end chat-to-voice agent workflow for fee-based booking changes. The chat agent handed the request to a voice agent as a human-in-the-loop guardrail, the voice agent waived the fee for top-tier loyalty members, and the confirmed change was written back to the system of record
- **Global apparel company POC:** built a customer-facing refund agent across 9 brands that handled refund transactions and passed the right context to human service agents
- **IT self-service:** designed help desk agents that automate common requests, from password resets to software provisioning
- Developed shared AI skills for the SE team to standardize account and technical discovery in DevRev

Pendo | Senior Sales Engineer

Denver, CO · Mar 2025 – Apr 2026 · Role eliminated in RIF

- Won a $1.1M software rationalization deal, the largest in company history, on a use case Pendo had never delivered before, by leading the ROI narrative, stakeholder alignment, and technical validation plan
- Owned end-to-end POCs: defined outcome-based success criteria, coordinated integrations, ran workshops, and delivered executive readouts
- Built bespoke, working demo assets for each prospect and led the revamp of the team's core demo environment
- Partnered with Enterprise AEs on deal strategy for net-new and expansion opportunities, and presented at Salesforce Dreamin' events and Salesforce Demo Jams

Seismic | Senior Sales Engineer

Denver, CO · Nov 2018 – Jan 2025

- Averaged 145% of quota and earned President's Club every year it was offered (2022–2024), regularly ranking at the top of the SE leaderboard
- Named Mid-Market Sales Engineer of the Year (FY20) after a record 52 closed-won opportunities
- Helped build Seismic's new commercial and large enterprise segments, contributing to 100+ new customer wins
- Served as primary SE on the Seismic AI Tiger Team, shaping AI positioning, demos, and customer validation
- Built vertical-specific demo environments (high-tech, financial services, life sciences) so every prospect saw their own industry's workflows
- Started an SE mentorship program and partnered with Product Marketing on messaging and product tours for new releases

Sage | **Senior Solutions Engineer** — Atlanta, GA · Jan 2018 – Nov 2018

- Product expert for Sage Business Cloud Financials, owning discovery, demos, and technical validation from qualification through close
- Led the North America seminar series for the product

Salesloft | **Founding Sales Engineer** — Atlanta, GA · Nov 2016 – Dec 2017

- Influenced $1.3M+ in net-new ARR through technical discovery, demos, and deal support
- Set up core presales processes for an early-stage sales team and launched "Today I Learned," a sales enablement series

Oracle | **Customer Experience Solution Consultant** — Atlanta, GA · Oct 2015 – Oct 2016

- Designed and delivered demos for Oracle CX solutions as part of the first team launching a new mid-market segment

Skills

AI & agents: voice and chat agent design, RAG, LLM workflows, prompt engineering, rapid prototyping

AI tools: Claude Code, Cursor, Lovable, Hugging Face, Cloudflare, Claude and OpenAI models, DevRev Agent Studio

Platforms: Salesforce, Pendo, Seismic, DevRev

Presales: technical discovery, POC design and management, ROI and value engineering, executive readouts, custom demo environments

Certifications & Education

Certifications: Pendo Certified Admin (2025) · Certified Seismic Administrator (2020) · Salesforce Certified Advanced Administrator (2018) · Salesforce Certified Administrator (2017)

Education: University of Florida, Gainesville, FL · B.S. in Marketing, Minor in Entrepreneurship

What Leaders Say

> **He didn't build what customers asked for; he challenged them on what they were actually trying to achieve.**
>
> **Patrick McCartney**, Head of Enterprise Sales Engineering, Americas, DevRev

> **John has the unique ability to make extremely complex and technical concepts relatable to anyone.**
>
> **Matthew Marshall**, Sr. Manager, Enterprise Sales Engineering, Seismic

> **A hallmark of his work was the bespoke demo assets he built for each prospect, crafting functioning solutions that helped customers genuinely envision their future state.**
>
> **Eric Wright**, Sr. Manager, Enterprise Sales Engineering, Pendo

> **John's ability to deliver flawless demos, paired with compelling storytelling that aligns with his clients' business needs, is among the best I've ever seen.**
>
> **Chris Kornbrust**, VP of Sales, Freshpaint (formerly RVP, Enterprise Sales, Seismic)