

# Michael Sestak, MBA

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## AI TRANSFORMATION & ENTERPRISE TECHNOLOGY LEADER

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Technology leader with **20+ years of experience** helping organizations turn complex technology into measurable business outcomes. Began career in hands-on IT supporting networks, systems, infrastructure, and users before advancing into enterprise leadership roles driving **AI strategy**, adoption roadmaps, governance, and digital transformation initiatives at **IBM** and **Motorola Solutions**.

Known as a bridge between executives, IT teams, and business stakeholders. Focused on translating technical capabilities into scalable solutions, aligning priorities, and helping organizations successfully adopt emerging technologies like **IBM Watsonx, Gemini, Aura**, and other **AI-powered platforms**.

Proven success building cross-functional programs, influencing enterprise leaders, and delivering measurable outcomes across complex organizations, including transformation initiatives impacting **5,250+ global users** and an **83K+ technology ecosystem**.

## PROFESSIONAL EXPERIENCE

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### MOTOROLA SOLUTIONS

Senior Manager, Global GTM Strategy & Partner Marketing  
Kansas City, MO

Oct 2025 – Present

- Led **AI-driven operational transformation initiatives in both Gemini & Aura**, partnering with technical, product, and business teams to improve processes, adoption, and enterprise execution.
- Spearheaded **Seismic Aura AI** adoption across 3,000+ GTM users, reducing search time by 72% and creating **\$10M+** in estimated annual productivity value.
- Transformed global GTM strategy across an **83K+ partner ecosystem**, increasing engagement from 9% to 25% (+178%) while supporting **\$20M+ in partner sales** initiatives.
- Delivered 5+ business-critical technology initiatives stalled for 1–2 years by aligning stakeholders, establishing ownership, removing blockers, and driving measurable execution.

### IBM

Senior Product Marketing Manager | Global GTM Lead, IBM Expert Labs  
Leawood, KS

Feb 2020 – Dec 2024

- Partnered with IBM executives, architects, consultants, and technical SMEs to accelerate adoption of enterprise **Watsonx AI solutions** and drive measurable business outcomes.
- Transformed AI sales enablement by integrating **Watsonx AI with Seismic**, reducing content complexity by **92%** and automating access to critical sales intelligence.
- Commercialized proprietary Watsonx AI solutions by translating complex technical capabilities into scalable GTM plays, seller motions, and enterprise adoption strategies.
- Scaled AI enablement across **5,250+ global sellers**, improving field readiness, accelerating adoption, and creating consistent enterprise sales execution worldwide.

- Led GTM strategy for IBM's **\$1B+ Data & AI business** across North America, **driving 30% YoY growth** by accelerating enterprise adoption, pipeline generation, and market expansion.
- Managed a **team of 10** product marketers while reducing agency spend by **\$5M** through integrated GTM leadership and operational optimization.
- Strengthened IBM's competitive position in **enterprise AI** by transforming emerging technologies into data-driven GTM strategies, **increasing qualified leads by 40%** and accelerating market adoption.

## SCRIPTPRO

Director of Field Marketing  
Mission, KS

Sep 2011 – May 2015

- Drove commercialization of a **\$13.8M healthcare technology portfolio**, accelerating adoption through GTM strategy, sales enablement, and scalable customer deployment programs.
- Built cross-functional GTM processes connecting Product, Sales, and Operations teams to accelerate healthcare technology deployment and customer adoption.

## ANGELUS PRESS

Director of Marketing & Operations  
Kansas City, MO

Sep 2007 – Sep 2011

- Drove business transformation, doubling revenue from **\$1.9M to \$4.2M** while building a **15-person team** and modernizing marketing, eCommerce, and operational systems.
- Developed digital growth strategy, transforming traditional ops into a modern eCommerce model.

## EARLY TECHNOLOGY EXPERIENCE

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### VALTECH | ST. THOMAS AQUINAS | REALPAGE | DNS ELECTRONICS

Sr. Network Administrator

May 1999 – Sep 2007

## ADVISORY & RECOGNITION

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**Strategic AI Advisory Board Member** | Avila University

**13x IBM Innovation & Impact Award** Recipient | *Recognized for AI enablement & enterprise transformation*

## EDUCATION

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**MBA, Business Administration, 2025**

Western Governors University

**BBA, Business Management, 2018**

University of Arkansas Grantham

## CERTIFICATIONS

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IBM Artificial Intelligence Essentials · Adobe Generative AI · Google Data Analytics Professional ·  
Google Cybersecurity Professional

## CORE EXPERTISE

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**Leadership:** AI Strategy · AI Governance · AI Adoption · Copilot · GenAI · Enterprise Transformation

**Technology:** Cloud Platforms · Data & AI · SaaS · Enterprise Systems · Digital Transformation

**Execution:** Roadmaps · Program Governance · Stakeholder Alignment · Business Case Development ·  
Change Management