

SEBASTIAN RAYO

GTM STRATEGY | STRATEGIC PARTNERSHIPS | MARKETPLACE GROWTH

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PROFESSIONAL SUMMARY

Bilingual commercial leader who builds and scales the systems behind marketplace growth. Across three roles at Plei, scaled the facility network from 120 to 450 locations in 18 months, built and led the regional account-management team, launched Canada as the first international market, and secured a partnership with the FIFA World Cup 2026 Miami Host Committee. Combines corporate scale with founder-level ownership.

SELECTED COMPETENCIES

GTM Strategy | Strategic Partnerships | Marketplace Operations | Account Management | Team Leadership | Market Entry | Sales Operations Infrastructure | AI Enablement

PROFESSIONAL EXPERIENCE

PLEI | Organizer Success Lead

May 2026-Present | Hybrid

- Lead Organizer Success, Plei's next phase in scaling the marketplace, owning it end to end from beta to market and reporting to the VP of Product with direct CEO exposure.
- Partner directly with Product, Engineering, Marketing, and Business Development to translate marketplace needs into workflows, product requirements, and launch plans.
- Turn organizer and marketplace insight into positioning, product-launch input, and marketing-campaign strategy that support adoption and rollout.
- Build custom AI agents and solutions (OpenClaw, MCP) that automate recurring internal workflows and speed research, documentation, and process design.

PLEI | Strategic Partnerships Manager

Oct 2025-May 2026 | Hybrid

- Defined Plei's corporate partnership positioning and value narrative for leading brands and institutional partners.
- Secured a partnership agreement between Plei and the FIFA World Cup 2026 Miami Host Committee.
- Built the partnerships team's commercial-operations foundation: playbooks, pipeline structure, tracking, and repeatable workflows.

PLEI | Head of Facility Partnerships (Sales & Account Management)

Jan 2024-Oct 2025 | Hybrid

- Scaled Plei's facility network from 120 to 450 locations in 18 months, leading facility acquisition and expanding marketplace supply across regions.
- Built and led the facility account-management team from the ground up, hiring and coaching the group and defining its regional operating model, responsibilities, and workflows.
- Developed the go-to-market strategy for Canada, Plei's first international market, and shaped the positioning, campaign, and rollout plan behind the launch.
- Codified partnership workflows and operating knowledge, moving facility management from a manual function toward a product- and technology-supported model.

BOLT ADJUSTERS | Founder & Public Adjuster (Select Clients)

Jun 2017-Present | Florida / Remote

- Founded and scaled a Florida public-adjusting firm that has assisted 500+ insureds; now serve a selective portfolio of larger property claims while maintaining its processes and partner network.
- Built a custom AI agent (OpenClaw) to support internal claim and operating workflows.

LIFT UP MEDIA | Founder & Marketing + AI Consultant (Select Engagements)

Jan 2017-Present | Remote

- Run selective consulting engagements on go-to-market messaging, marketing, and practical AI adoption, including a custom AI agent built for a restoration business.

PAYLOCITY | Senior HCM Account Executive

Jul 2018-Jan 2021 | Miami, FL

- Carried a quota selling HCM SaaS to C-suite and executive buyers across the full cycle: prospecting, discovery, presentation, negotiation, and close.

PAYCHEX | HCM Business Consultant

May 2016-May 2018 | Miami, FL

- Sold HCM SaaS (payroll, HR, and benefits) to SMB owners and executive buyers in a quota-carrying consultative role.

CORE SKILLS

GTM Planning | Market Expansion | Account Management | Process Design | Partnership Development | Sales Enablement | Program Management | Revenue Operations

TOOLS & TECHNOLOGY

Salesforce | Mixpanel | Hex | Linear | SQL

ChatGPT | Claude | Codex | OpenClaw | Model Context Protocol (MCP) | Agentic workflows | AI-assisted research, documentation, and process design

EDUCATION & LANGUAGES

Florida International University | Bachelor of Business Administration (BBA), Marketing | 2012-2016

Bilingual: English and Spanish