

# ARIEL WEST LONG

Operator · Execution Lead · Revenue Practitioner · Systems Builder

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## POSITIONING

I build structure where none exists and keep it running when the stakes are real. A decade operating across technical sales, enterprise development, and founder-led execution — carrying pipeline, managing high-value accounts, and constructing the operating systems that turn complexity into output. Not a specialist in any one industry. An operator in all of them.

## PROOF OF PERFORMANCE

**\$12M+**

Pipeline Managed & Closed

**\$672K**

Largest Single Deployment

**\$500K–1M**

Enterprise Account Range

**10+ Yrs**

Operator in Complex Environments

## EXPERIENCE

### South Bay Communications

Milpitas, CA · Nov 2017 – Feb 2024

Account Manager / Pre-Construction Lead

- Owned \$12M+ in active pipeline across semiconductor, R&D, manufacturing, and enterprise verticals — accounts included TSMC, Foxconn, Veev, Comet Group, Ferrotec, BPM, JD Sports, and Shoe Palace.
- Built and ran a structured pipeline system — disciplined outreach, relationship-first progression, sustained follow-through. Not reactive quoting.
- Closed and expanded \$500K–\$1M enterprise engagements through stakeholder trust, scope precision, and relentless follow-through — not price.
- Held the revenue thread end to end: discovery, proposal, scope refinement, and delivery handoff — catching misalignments before they became failures.

### ArtMetrics

Fresno, CA · Apr 2015 – Nov 2017

Co-Founder / Business Development

- Built the business from zero — offer design, client acquisition, delivery infrastructure, and operational systems. No template. No precedent.
- Deployed custom digital solutions across retail, creative, and service verticals; owned client relationships from first conversation through final delivery sign-off.
- Created the sales-to-delivery handoff, billing cadence, and account management rhythm — across concurrent clients, without dropping anything.

## WHAT SETS ME APART

- Sell and operate — I close deals and build the infrastructure behind the next ten.
- Autonomous by default. Give me an outcome; I design the path, execute it, and hand it off stronger.
- Revenue lives downstream of every decision I make. Systems, relationships, delivery — all of it connects back to the number.