

Jeff Rudderman

Director of Sales Engineering & Enablement — Enterprise SaaS GTM · AI · 3D Commerce

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Built it 0 → 1 the Sales Enablement function at 3D Cloud from scratch	AI product → market Conceived, prototyped and pitched 3D Cloud's first sold AI product	AI-native builder Build and ship real tools with Claude Code, daily since the day it was released
Translate AI for execs Educate \$1B+ C-suites on the state of AI	\$4M+ · 110% \$4M+ ARR owned · 110% net revenue retention across clients	10+ yrs · SaaS enterprise SaaS experience · progressive roles across sales, delivery and operations

SUMMARY

Sales enablement and sales engineering leader — I build the **function** and the **tools**, not just the decks. I created 3D Cloud's Sales Engineering & Enablement role from a business case I wrote and pitched to the CRO — then built it: an AI-assisted Sales Operating System, an automated demo pipeline, defensible ROI models, and enablement grounded in real customer data. As a **Claude Code native**, I educate enterprise C-suites on the state of AI. 10+ years in enterprise SaaS.

EXPERIENCE

Director of Sales Engineering & Enablement <i>3D Cloud — Remote</i>	Sep 2025 – Present
- Report to the CRO in a role I created — keeping the sales narrative current with a fast-moving, developer-led product so sellers stay ahead of the curve. - Conceived, prototyped, and pitched the company's first sold AI product (an AI Room Planner for furniture retailers). - Built an AI-assisted Sales Operating System (HubSpot · Next.js/Supabase · Claude) and Demo Forge, which auto-generates SDK-integrated prospect demos in minutes. - Lead full-suite demos, value discovery, defensible ROI/business cases, and POC frameworks; educate clients, prospects, and enterprise C-suites on the state of AI. - Two weeks in, led delivery of a 6,000-product UK enterprise program — a 15+ person cross-functional team over four months — while sustaining 40+ demos/POCs. Named inventor on a granted AR patent (granted during my 3D Cloud tenure); drive the company's patent strategy with outside counsel.	
Director, Home & Office <i>3D Cloud — Remote</i>	Feb 2022 – Sep 2025
- Owned the full customer lifecycle across ~30% of company ARR (\$4M+); delivered 110% net revenue retention across publicly traded enterprise accounts. 3D commerce supporting \$500M+ in annual transactions; drove \$42K+ new MRR in upsells; led 5 senior managers; built exec relationships at Ashley, HNI, John Lewis (UK), DFS (UK).	
Associate Director · Sr. PM · PM · Account Manager <i>3D Cloud — St. Petersburg, FL</i>	Mar 2019 – Feb 2022
Promoted through four customer-facing roles; managed a cross-functional team of 8 while owning a \$3M+ ARR book. Achieved 100% retention through the pandemic and recession.	
Co-Founder & CTO — VidPic AR <i>Tampa, FL</i>	Jan 2016 – Feb 2019
Co-founded an AR marketing company (Club Med, NHL teams, Moffitt Cancer Center, MOSI); built brand, GTM, and revenue from zero.	

SELECTED BUILDS & SKILLS

Builds: AI Room Planner (first sold AI product) · Sales Operating System (HubSpot · Next.js/Supabase · Claude) · Demo Forge · defensible ROI models · a recruiter-facing voice AI agent on LiveKit (this application).

Skills: enablement function build (0→1) · programs & ramp · technical pre-sales · value discovery · ROI & business cases · AI tooling & Claude Code · HTML/CSS/JS · SaaS/API · HubSpot · 3D/AR · eCommerce analytics · MEDDIC.

EDUCATION

University of Florida — Gainesville, FL	2008 – 2011
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