

Daniel Ramirez

Sales Leadership · Channel builder · Founder-seller · Director-track

Sacramento, CA · open to remote · [/topline](#)

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THE PITCH

Built a solar sales machine from a standing start: **70 outside reps, a national dealer network, \$130M+ in lifetime sales, \$30M peak year** — then exited. Co-built and sold a vertical SaaS next (**ShimmerWorks** — live today as BriteBuild). Now running founder-led sales at **Strategy Labs AI**. The unusual part: I also *build* the stack my teams sell with — CRM, quoting, financing, e-sign — so pipeline problems get fixed in software the same week, not next quarter.

NUMBERS

\$130M+

LIFETIME TEAM SALES

\$30M

PEAK YEAR · \$18M AVG

70

REPS, BUILT FROM ZERO

national

DEALER NETWORK

4x

"BEST SOLAR CO." WINS

EXPERIENCE

Founder & Owner-Operator · Strategy Labs AI, LLC

2024 — Present

AI-native technology consulting · founder-led sales

- Every dollar of firm revenue is founder-sold: prospecting, scoping, pricing, and closing consulting engagements for AI-native enterprise software.
- Landed and delivered the firm's flagship enterprise engagement — the 14-month co-build **ShimmerWorks** — acquired, live today as BriteBuild.
- Built demand-generation assets in-house: the published 2025–2026 on-prem AI hardware guide and interactive budget tool that open technical sales conversations.

Co-Founder & Engineer · ShimmerWorks

2025 · **acquired**

Multi-tenant SaaS for solar EPCs and contractors · acquired, now operated as BriteBuild

- Conceived, built, and **sold** a vertical SaaS — the largest single close of my career, and proof I can sell a product as well as a service.
- The product itself is a **sales-enablement stack**: CRM with four pipeline views, quote & pricing engine, multi-lender financing splits, rebate calculators, and DocuSign contract flow — the tooling a 70-rep org runs on, designed by someone who ran one.

Residential & commercial solar EPC · Sacramento, CA

- Built and led the **entire sales organization from inception: 70 outside reps plus a national dealer network** that together produced **\$130M+ in lifetime sales** and a \$30M peak year.
- Personally sold **\$6.3M a year on average** (15–20 deals a month) while building the org — player-coach, not just manager.
- **Channel development:** constructed the dealer program that took a Sacramento EPC to national reach — recruitment, enablement, and economics that kept partners selling.
- **Brand as pipeline:** four consecutive years "Best Solar Company in Area," Chamber Startup of the Year (2018) and Small Business of the Year (2019) — market-choice awards that converted directly to inbound demand.
- CALSSA President's Circle — industry association leadership alongside California's largest solar players.
- Armed the team myself: Salesforce customization, automated proposal generation, DocuSign flows, and QuickBooks-integrated ops tooling — rep-facing software built in-house, years before buying it was an option.

2,524 member-owners · Placerville, CA

- Helped raise **\$155K+ net in months** in a member-driven capital campaign — persuasion at retail scale, one member at a time — adding **76 new member-owners** and funding the down payment on a \$1.39M building acquisition.

SELLING RANGE

CHANNEL & GTM	Dealer-network construction & economics, outside-rep org building (0 → 70), founder-led enterprise sales, consultative technical selling, demand generation through brand and content
SALES SYSTEMS	Salesforce (admin-level customization), CRM design, quote-to-contract automation, DocuSign, proposal generation — I build the stack, not just run it
DOMAIN DEPTH	Solar & storage economics, financing products and lender programs, utility incentives & NEM, AI/enterprise software consulting
CAPITAL RAISING	Member capital campaign (\$155K+ net), acquisition financing relationships (bank + CDFI), two company exits

RECOGNITION

CALSSA President's Circle · California State Contractor (CSLB Lic# 99454SP)	—
"Best Solar Company in Area" — four consecutive years	2019 – 2022
Chamber of Commerce — Startup of the Year · Small Business of the Year	2018 · 2019