

Phil Siniscalchi

AI Sales & Platform Strategy Leader | Enterprise Growth | Observability & Security Ecosystems

philip.siniscalchi@gmail.com • (732) 319-6046
[LinkedIn](#) • New Jersey 07726

Enterprise sales leader and AI platform builder with 20 years of experience scaling revenue, teams, and technology across hyperscalers and global integrators. Known for uniting sales execution with deep technical fluency—building, orchestrating, and commercializing complex ecosystems at the intersection of **AI, data observability, and security**. Proven record of transforming partnerships into growth engines at AWS, NTT, and through SmartHaus innovations such as **Resonant Field Storage (RFS)** and **Mathematical Autopsy (MA)**. A trusted operator who gets results—bridging executive vision, engineering execution, and customer impact.

Areas of Expertise

- Enterprise Sales Leadership
- Go-to-Market Orchestration
- Client Relationship & Exec Mgmt
- Partner Channel Strategy
- AI & Data Infrastructure Strategy
- Observability & Security
- AI Ethics & Governance (MA)
- AWS Ecosystem & Marketplace Growth
- Cross-Functional Team Leadership
- Innovation & Platform Development
- Cloud & SaaS Commercialization
- Organizational Relationship Development

Experience

The SmartHaus Group, Manalapan, NJ Founder

Dec 2023 – Present

Spearhead development and go-to-market execution for SmartHaus' AI infrastructure ecosystem — advancing secure, explainable, and mathematically provable intelligence frameworks that redefine data integrity and computation.

- **Resonant Field Storage (RFS)**: Patented 4-D computational field architecture merging memory, computation, observability, and security through AEAD-based field verification and deterministic state integrity.
- **Mathematical Autopsy (MA)**: Math-first, proof-driven coding paradigm replacing conventional syntax with intent and formal logic, enabling provable, auditable AI behavior.
- **AI Development Framework (AIDF)**: Modular, scalable foundation for ethical, reliable AI deployment across enterprise and cloud environments.
- **AIVA Suite (AIOS, LEF, LQL)**: Intent-driven orchestration and 5GL execution layer bridging classical AI and quantum readiness for next-generation automation.
- **Commercial Impact**: Defined architecture, partnerships, and roadmap positioning SmartHaus as a foundational layer for secure, observable AI systems in enterprise markets.

AWS, New York, NY

Oct 2022 – Nov 2023

Principal Account Executive; MongoDB (L7)

Oversaw AWS's MongoDB global partnership and go-to-market execution, orchestrating three integrated teams — **Direct Sales, Partner/Marketplace**, and **Service Delivery** — to drive secure, scalable customer adoption across the AWS ecosystem. Unified technical, product, and sales strategy to deliver measurable growth, observability at scale, and AI innovation.

- Built and led a 14-member organization spanning sales, engineering, and partner operations; achieved **24.6% YoY growth** on a **\$172M target**.
- Directed the AWS-MongoDB Service Delivery team, monitoring live customer environments for uptime, cost efficiency, and right-sizing recommendations through AWS observability and predictive analytics.
- Collaborated with Dutchie (leading cannabis platform) to prepare for the annual April 20 peak event, leveraging autoscaling and performance analytics to ensure stability and business continuity.
- Co-led **AI coding initiative** integrating **MongoDB MQL** into **Amazon CodeWhisperer**, advancing secure, explainable AI-assisted development.
- Secured 727 Marketplace wins totaling \$130M and earned MongoDB Marketplace Partner of the Year, demonstrating market penetration across global enterprise accounts.
- Drove alignment with AWS Graviton compute and full-stack security portfolio (GuardDuty, Security Hub, IAM, KMS, Control Tower) to enhance resilience and compliance across deployments.

t-emgee Solutions, Freehold, NJ

Jan 2022 – Aug 2023

Founder

Built and commercialized the **Lifecycle Asset Management Platform (LAMP)** — a **Procurement-as-a-Service** SaaS solution designed to modernize how enterprises acquire, track, and govern technology infrastructure throughout its lifecycle.

- Architected modular dashboards for asset visibility, contract renewals, and supplier analytics, giving executives real-time control over spend, compliance, and depreciation.
- Integrated generative AI features including an NLP-powered pre-sales assistant to automate RFQ creation and vendor communication, accelerating procurement cycles.

- Delivered end-to-end platform scaling from prototype to market-ready SaaS offering with automated onboarding and role-based access.
- Executed successful sale of LAMP to a regional systems integrator, validating product-market fit and demonstrating measurable ROI through efficiency and transparency gains.

NTT Data, Inc., New York, NY

Sep 2016 – Jan 2022

Regional Sales Director (Apr 2019 – Jan 2022)

Led cross-sell growth for Japanese Multinational Corporation (JMNC) program by concentrating on top 90 strategic accounts throughout the Americas. Spearheaded development and implementation of customized strategies to enhance NTT's market presence within pivotal accounts. Initiated strategies tailored to harmonize with distinct business cultures and demands of leading Japanese enterprises aimed at fostering synergies between NTT's worldwide capabilities and individual account needs to provide innovative, culturally aligned solutions.

- Achieved **\$100M+ revenue generation and 90% sales increase** in fiscal year within United States under JMNC program by driving strategic operational focus, surpassing targets, and validating client-centric approach.
- Enhanced coherence and efficiency in JMNC sales efforts by developing cross-sell GTM strategy.

Regional Sales Director, Americas Region – Cross-Sell GTM Program (Sep 2016 – Mar 2019)

Spearheaded the Cross-Sell Program (CSP), a flagship go-to-market (GTM) initiative within NTT's global strategy, designed to unify and integrate 31 business units, including Dimension Data, NTT Communications, and NTT Data. Led the development and execution of interconnected sales strategies leveraging "sell-to," "sell-with," and "sell-through" methodologies to maximize collaboration and market penetration. Worked directly with the NTT Global Business Office in Tokyo to align CSP with the organization's overarching vision and objectives.

- Achieved a transformative milestone of over \$1 billion in pipeline generation, driving NTT's global sales strategy through synergistic collaboration under your leadership.
- Reinforced NTT's position as a "Smart City" integrator by establishing a high-impact partnership with the City of Las Vegas, showcasing innovation and strategic alignment.

Dimension Data, New York, NY

Dec 2003 – Aug 2016

Client Director; NTT Holdings Global Account Program (Oct 2015 – Aug 2016)

Led sales efforts for the Americas region within NTT Cross-Sell Program (CSP) Global Account Program. Served as primary point of contact for global clients to manage and nurture strong, long-lasting relationships. Collaborated with internal sales, marketing, product development, and customer support teams to deliver integrated solutions.

- Established pioneering partnership between Dimension Data (Malaysia) Sdn Bhd and AIG Malaysia Insurance Berhad with emphasis on delivering comprehensive end-to-end cybersecurity solutions tailored to clients' risk profiles aimed at enabling accurate assessment of organizational IT system risk levels.

Client Director; NTT Accounts (Oct 2012 – Sep 2015)

Formulated and executed go-to-market (GTM) sales strategies by emphasizing "Cross-Sell" and "Sell-To" tactics across the NTT family of affiliates. Strategized around the "One NTT" concept to leverage full breadth of solutions to enhance Dimension Data accounts. Negotiated and finalized all necessary contracts to facilitate bilateral business interactions.

- Earned prestigious awards, including 2013 Dimension Data ITaaS Achiever Award in Cabo San Lucas, MX, the 2014 NTT Group Cross-Sell Award in Tokyo and Kyoto, Japan, and 2015 Dimension Data award for Multi-Year Service Sale Overachievement in Lake Tahoe.
- Secured 5-year outsourcing **contract valued at \$252 million** with the Texas Department of Transportation, covering network, security, datacenter, and application services.

Career Note: Senior Sales Consultant; Network Integration Advanced Solutions (Oct 2011 – Sep 2012) | Client Services Director (Dec 2009 – Sep 2011) | Client Director (Oct 2008 – Nov 2009) | Account Manager (Dec 2003 – Sep 2008)

Education

Business Administration & Management, General | Hofstra University, Hempstead, New York
Computer/Information Sciences & Support Services | Indiana University of Pennsylvania, Indiana, Pennsylvania

Awards & Recognitions

MongoDB Partner of the Year Award 2023

MongoDB MQL / Amazon CodeWhisperer Press Release - <https://investors.mongodb.com/news-releases/news-release-details/mongodb-and-aws-collaborate-optimize-amazon-codewhisperer>

NTT Group Cross-Sell Award - Recognized as Top-performing Region within the Americas

- Best Practice – NTT Group, Nov 2014
- Top Region – NTT Group, Nov 2016, Nov 2017, Nov 2018

Dimension Data Achiever Award - Recognized for Outstanding Achievement within Dimension Data

- Presidents Club Award, Jan 2005, Jan 2008, Jan 2010, Jan 2013, Jan 2015