

# Francisco A. Esqueda

Enterprise Pre-Sales Leader | Solutions Consulting | AI & SaaS

francisco.esqueda@gmail.com | linkedin.com/in/franciscoe | Wayne, PA (Remote)

---

Senior enterprise pre-sales leader with 15+ years driving revenue growth across AI, SaaS, fintech, identity, and crypto infrastructure platforms. Proven track record owning complex enterprise sales cycles, building and leading high-performing Solutions Consulting teams, and translating technical capabilities into measurable business outcomes for Fortune 500 customers. Equal parts technical practitioner and strategic business partner — comfortable leading C-suite executive briefings, running hands-on POCs, and building the scalable processes that grow pre-sales organizations. Bilingual English/Spanish with experience across North America and Latin America.

---

## EXPERIENCE

**ID.me | Principal Solutions Consultant** Sep 2023 – Present | Remote

- Drive enterprise pre-sales strategy across 20+ Fortune 500 accounts — leading technical discovery, solution design, POC execution, and API integration architecture across identity, authentication, and compliance platforms including Meta, First Advantage, and RefAssured
- Built the Solutions Consulting function's playbooks, demo frameworks, integration guides, and qualification standards from scratch — processes adopted across the full Sales and Solutions organization that accelerated deal velocity and improved win rates
- Daily Claude and Claude Code practitioner — built a Workday integration in under 2 hours, automated customer reply workflows and mailbox monitoring, and developed a locked demo web server, demonstrating firsthand how AI transforms enterprise pre-sales productivity

**Coinbase | Senior Solutions Architect, Protocol Sales and Prime** Oct 2021 – May 2023 | Remote

- Lead solutions architect for Coinbase's institutional B2B division — co-solutioned with fintechs, neobanks, and financial institutions on stablecoin integrations, digital asset trading infrastructure, custody APIs, and fiat payment rails, engaging CTO and engineering leadership at 30+ institutional partner organizations
- Owned the full pre-sales through go-live motion, building integration playbooks and reference architectures from scratch that reduced partner time-to-production and launched 2 net-new B2B revenue streams from concept to scaled production

**ServiceNow | Advisory Solution Consultant – Financial Services (+ 2 prior roles)** Sep 2017 – Feb 2022 | New York, NY

- Owned \$10M+ in Annual Contract Value across Fortune 500 Financial Services accounts — serving as trusted technical advisor to CIO and CTO stakeholders at banks, insurers, and capital markets firms with 40%+ YoY revenue growth for 4 consecutive years
- Built and led the NY Financial Services Solutions Consulting team — hiring, mentoring, and developing 5+ SC team members while establishing the pre-sales qualification, discovery, and demo standards the team operated from
- Promoted 3 times in 4.5 years: Associate SC → Solution Consultant → Advisory Solution Consultant, with each role expanding revenue ownership, team leadership scope, and cross-functional influence with Product and Engineering

**FNT Software | Presales Manager – SE Lead, Americas** Jan 2016 – Sep 2017 | Parsippany, NJ

- Founding SE hire for FNT Americas — built Solutions Engineering from scratch, hired and developed the team, and grew US subsidiary revenue 4x from \$500K to \$2M+ in under 2 years across North and Latin America

**CA Technologies | Sr. Software Engineer** Jun 2009 – Dec 2015 | Ewing, NJ

- Built enterprise software tools and web applications — software engineering foundation enabling hands-on credibility in API architecture, integration design, and AI-powered development workflows
- 

## CORE COMPETENCIES

**Pre-Sales Leadership:** Enterprise Solutions Consulting, Team Building & Mentorship, 0-to-1 Function Building, Discovery & Qualification, POC Design & Delivery, Executive Briefings, Partner & Channel GTM

**AI & Technical:** Claude & Claude Code (daily practitioner), API Architecture, OAuth 2.0, OIDC, SAML 2.0, REST & WebSocket APIs, Identity & Authentication Platforms, Crypto & Blockchain Infrastructure

**Domain Expertise:** AI Platforms, Enterprise SaaS, Fintech & Payments, Digital Identity & Verification, Financial Services, Healthcare, Government

**Languages:** English and Spanish (fluent), French (basic knowledge)

---

## EDUCATION

B.S. Computer Engineering | Pennsylvania State University, University Park | 2009