

Hall Charter

GTM AND SALES LEADER | AI FOUNDER

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Enterprise sales and go-to-market leader who builds teams, wins complex deals and turns AI into practical products. Joined Transfr as its first sales hire, built the 70-person GTM organization from scratch and led the company to over \$30m in annual recurring revenue. Four years managing managers, with about seven direct-report managers and annual revenue targets of \$30m and above. Founder and CEO of Fanisin since May 2025, building conversational AI experiences across text, voice and video. Earlier enterprise cloud and infrastructure sales experience at IBM and NTT.

Experience

FANISIN | Founder and Chief Executive Officer

May 2025 - Present | New York, NY

- Founded and led development of Fanisin, a conversational AI platform that turns creator and expert knowledge into digital twins available through text, voice and video.
- Built creator acquisition and onboarding programs, reaching more than 200 creators onboarded and over 60 activated by August 2026; developed launch workflows linking creator setup, content ingestion and promotional assets.
- Direct product strategy and work with engineering and creator operations on knowledge-grounded conversations, voice and avatar experiences, subscriptions and creator monetization.
- Use AI coding assistants, reusable skills and agent workflows for product prototyping, research, meeting preparation and operational follow-through; translate business requirements into scoped work and review delivery with the team.
- Advanced higher-education customer discovery into pilot design for graduate oral-defense practice, defining the learning use case, source materials, faculty review and evaluation approach with a university partner.

TRANSFR | Sales and GTM Leadership

January 2020 - May 2025 | New York, NY

- Joined as the first sales hire, built the 70-person GTM organization from scratch and led the company to over \$30m in annual recurring revenue.
- Led account executives, SDRs/BDRs, marketing, government affairs and relations, grant strategy, economic development and revenue operations; approximately seven managers reported directly to me.
- Owned annual revenue targets of \$30m and above, hiring budgets, territory design, compensation plans, forecasting, marketing and customer success, with a primary focus on new business and customer acquisition.
- Personally led complex statewide contracts worth up to \$2.5m annually, spanning multiple locations; sold across higher education, K-12, state agencies and enterprise customers.

Head of GTM | Dec 2022 - May 2025

Led senior account executives, inside sales and sales support functions. Oversaw resource allocation, enablement, reporting, tools and new-hire development across field operations.

Led the GTM organization and its management team across new business, upsell and cross-sell. The organization booked \$30m against a \$26m quota in 2023.

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Experience continued

TRANSFR

Sales Director | Aug 2021 - Dec 2022

- Managed 13 account executives covering the Eastern US across education, government, nonprofit and enterprise customers.
- Led the team to \$14m in bookings against a \$12.3m quota in 2022, achieving approximately 114% of quota.

Enterprise Account Executive | Jan 2020 - Jul 2021

- Built new business across education, workforce development, state and local government, and enterprise accounts.
- Personally booked \$2.5m against a \$1m quota in 2020, achieving 250% of quota; promoted to Sales Director in 2021.

NTT COMMUNICATIONS AUSTRALIA | Account Executive

September 2015 - January 2020 | Melbourne, Australia

- Managed enterprise telecommunications and media accounts, developing new business and expanding existing relationships through technology products and services.
- Sold cloud computing and infrastructure solutions to large international enterprises and managed multimillion-dollar contracts.
- Developed account strategies and channel partnerships with Hewlett Packard Enterprise and Oracle; earned NTT 100% Sales Club recognition in 2016, 2017 and 2018.

IBM AUSTRALIA | Sales Solutions / Account Manager

July 2013 - August 2015 | Melbourne, Australia

- Sold cloud, Infrastructure as a Service, mobility, professional services and managed services within IBM Global Technology Services, serving financial services and telecommunications clients across Australia and New Zealand.
- Led RFP and bid teams, developed sales and pricing strategies, and managed commercial negotiations for enterprise contracts. Exceeded an \$11m USD revenue target in 2015.

Earlier IBM roles: Sales & Business Operations, Jul 2012 - Jul 2013; Internship, Feb 2011 - Jul 2012.

Education

Monash University | Bachelor of Business

Banking & Finance, IT | 2009 - 2011

Monash Future Leaders Scholarship, 2010 and 2011

Selected recognition

Transfr Sales MVP, 2021 and 2022; 100% Club, 2020-2023

Hewlett Packard Enterprise Top 10 Channel Partner Sales Rep, 2016-2018

IBM Global Sales School