

Hanna Taylor

hanna-taylor.com • linkedin.com/in/hannataylor • thisishannataylor@gmail.com • New York, NY

PRINCIPAL GTM ARCHITECT | STRATEGIC SOLUTIONS AND PARTNERSHIPS

Technical strategist with 10 years of experience moving complex products from engineering concepts to market-ready offerings. Specialized in identifying systemic friction and engineering the frameworks, from deployment tools to GTM playbooks, that bridge the gap between technical capability and commercial success. Operating at the intersection of product and the customer, I ensure technical innovation translates into quantifiable value, winning enterprise business and driving deep product adoption.

CORE SKILLS

- **Technical:** AI Retrieval Strategy (RAG), Prompt Engineering, API Scoping, HTML/CSS/JS, WCAG.
- **Strategic:** Value Engineering, ROI Modeling, GTM Strategy, Product Feedback Loops, NRR Growth.
- **Operations:** Salesforce/HubSpot Architecture, Scalable Process Design, Technical Discovery.

EXPERIENCE

Happeo

August 2021 - Present

Principal GTM Architect (Global)

January 2026 - Present

- Architect the cross-functional translation of AI search and knowledge management features into a unified value narrative while aligning Engineering outputs with global GTM requirements.
- Design technical enablement frameworks and internal certification standards to turn the company-wide AI pivot into a repeatable, high-velocity sales motion.
- Act as the primary feedback loop between enterprise stakeholders and Product leadership to ensure the AI roadmap is grounded in high-value, defensible use cases.

Principal Solutions Consultant (Promoted from Senior SC & SC)

August 2021 - January 2026

- Managed technical discovery and architectural validation for a diverse book of business, navigating InfoSec and integration requirements to ensure successful deployments.
- Maintained sales ownership for key regions during organizational shifts, moving accounts from initial technical discovery through to contract close.
- Led technical workshops for the global partner base to drive platform maturity and ensure deep-tier product adoption across enterprise accounts.
- Developed ROI frameworks and commercial narratives to translate technical features into quantifiable business outcomes, securing key enterprise accounts.

Klook

January 2020 - January 2021

Senior Design Lead, EU and US (Solutions Consultant)

- Deployed custom B2B2C technical solutions for global airline partners, integrating data-backed A/B testing to drive measurable conversion growth.
- Identified and resolved critical technical gaps in WCAG compliance and sourcing standards to clear barriers for Western market entry.

Booking.com

September 2016 - January 2020

Web Designer, Americas (Implementation Specialist)

- Engineered a self-service white-label generator that transitioned a high-touch manual deployment process into an automated, account-manager-led workflow.
- Managed technical implementations for global banking and telecom partners, optimizing speed-to-market through process automation and performance testing.

EDUCATION

Dev Bootcamp | Immersive Full-Stack Web Development Program

University of Valley Forge | B.S., Business Administration, Management (Magna Cum Laude)