



SHANE EVANS

Doer
DISC Type : ds

Chief Revenue Architect at Gong
Draper, Utah, United States

Overview

Shane Evans is the Chief Revenue Architect at Gong, where he pioneers the strategy for building end-to-end revenue engines powered by AI and data. A graduate of the University of Utah, he previously held CRO roles at Gong and Talkdesk. Colleagues consistently describe him as passionate, energetic, and a visionary leader.

There is no publicly available information about his personal life or interests outside of his professional sphere.

Unique fact: He helped pioneer the "Revenue Architect" role, shifting the focus from traditional sales execution to architecting the underlying systems for predictable growth.

Personality Overview

Risk-Accepting **Deliberate Doer** **Strategic Planner**

They might take some time to make their mind up but once they do, they don't change it easily. They exhibit a rare combination of being result-oriented but patient at the same time. Reading between the lines and seeing beyond your words comes naturally to them.

Topics They Care About

- Revenue Architecture**
His title is Chief Revenue Architect, and he focuses on redesigning the entire revenue engine to operate as a single, cohesive system.
- AI in Sales**
He frequently writes and speaks about how AI is reshaping go-to-market teams, moving beyond simple activities to data-driven outcomes and improved systems.
- Go-to-Market Strategy**
With extensive experience as a CRO, he focuses on how modern GTM teams need to adapt their strategies to succeed in the age of AI.
- Building Growth Teams**

He expresses a strong passion for building high-performing teams capable of creating and leading new market categories.

Utah Utes Football

[Predicted] He is an alumnus of the University of Utah, which suggests a potential affinity for their prominent college football team.



Media Appearances

Exclusive: Gong names Shane Evans chief revenue architect. Featured in Revenue Brew

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Article

The CRA is the new CRO: Why I'm becoming a Revenue Architect. Featured in Gong Blog

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Article

Gong Reorganizes Revenue Leadership Around 'Revenue Architect' Model. Featured in TipRanks

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Article

Shane Evans - Author Page. Featured in Gong

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Article

Staying flexible in an evolving revenue leadership game with Gong's Featured in Spotify

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Spotify

Work History

- 2-2026
Chief Revenue Architect at Gong
- 7-2023 - 2-2026
Chief Revenue Officer (CRO) at Gong
- 8-2022 - 7-2023

Education

- 1998 - 2001
Bachelor of Business Administration - BBA from University of Utah

Chief Revenue Officer (CRO) at Talkdesk

• 1-2022 - 9-2022

Interim CEO and President at MX

• 1-2022 - 8-2022

MX Board Member at MX

More Information

Social Presence :



Prographics :

Exp : **30** Location : **Draper, Utah, United States** Job Level : **Senior** Designation : **Chief Revenue Architect at Gong**

Insights For Selling To Shane

👉 During A Call Or A Meeting

DO's

- Suggest clear next steps with confidence, don't be vague or hesitant
- Let them know of potential risks but suggest mitigation methods alongside
- You can spend time on BANT (or other qualification methodology) but keep it to the point

DONT's

- Avoid putting conscious effort into relationship-building
- Don't take their patience for granted, avoid long-winding sermons
- Don't go over them unless you are left with no other option

👉 When Cold Calling

Insights

Pattern Interrupt: Confident style, with a mix of informality and formality gets their attention.

Pace: Speak slightly fast. Sound like a 'gets shit done' person.

Tone: Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

Tactics To Win: Strong words, focus on results, respectful confidence

Mistakes To Avoid: Apologizing, nervousness, information overload, social proof

Making The Ask: Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

Subconscious Driver: Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

Script

Greeting: Shane, this is Abhianshu at Humantic.

Opener: In 30 seconds if I could share how you can ship product 3x faster this year, can I go for it?

Introduction: We are the first ones to build an AI-powered DevSecOps platform that's revolutionizing what Technology teams can deliver.

Ask: Can I put 15 minutes on your calendar to show you how this completely changes your shipping velocity?

Close: [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect_email] works well?

👉 When Writing An Email

Subject: To the point, formal

Example: Personalized sales funnel', 'Sales conversion' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No

Example: Skip lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Formally state your ask

Example: Something like 'If you are available tomorrow, shall we discuss this?'

Complimentary Close: None or standard

Example: Something simple like 'Thanks', 'Regards', or nothing at all.

Tone of Words: Confident with a formal touch

Overall Messaging: Focused on output

Length of Mail: Short

Example: Maximum upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Shane is

- *Strong proof of impact and their conviction will matter the most, but they wouldn't want to act unilaterally either*

Will you ever get a clear answer from Shane

- *They will say no if they are not convinced but you will have to prompt them.*

Insights For Deal Planning

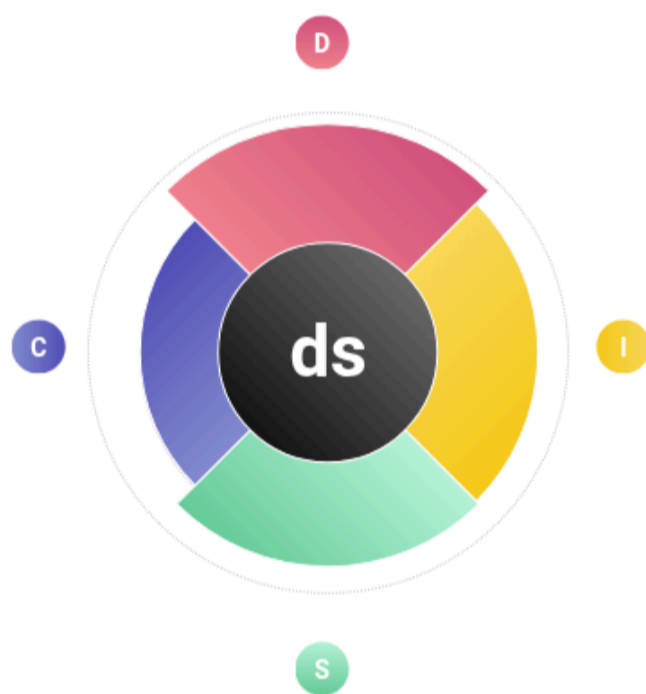
How Fast (Or Slow) Will Shane Move?

- *They will want to understand things well but can move fast once they have a clear picture.*

Can Shane Take Some Risk Or Not?

- *They have good risk tolerance but are likely to think it through once or twice.*

DISC Profile : Shane's Key Traits



DOMINANCE

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.

STEADINESS

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.