

ALDHAIR MARTINEZ

Solutions Engineer | Observability | OpenTelemetry | Kubernetes | AI

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PROFESSIONAL SUMMARY

Solutions Engineer with 5+ years of experience across technical sales, customer-facing engineering, and observability. Specializes in designing cloud-native observability architectures, leading complex technical evaluations, and translating customer requirements into measurable technical and business outcomes. Hands-on across Grafana Cloud, OTel, OSS LGTM, Grafana Alloy, K8s, and AWS. Track record of \$4.34M+ in closed-won NACV, including \$3.14M+ in new-logo NACV.

EXPERIENCE

GRAFANA LABS | New York, NY

Solutions Engineer | Nov. 2025 - Present

- \$4.34M+ in closed-won NACV, including \$3.14M+ in new-logo NACV, during my Grafana SE tenure.
- Ranked #1 SE in AMER and #2 globally for new-logo NACV in FY26, contributing \$2.09M in new-logo NACV across 17 closed opportunities.
- Partner with 3-4 Account Executives to lead the technical side of sales cycles from discovery and architecture through custom demos, sizing, technical validation, POVs, and implementation planning.
- Lead complex competitive POVs and displacement motions against Datadog, Dynatrace, Splunk, New Relic, Elastic, LogicMonitor, CloudWatch, and other observability platforms.
- Design and validate architectures spanning metrics, logs, traces, APM, OTel, OSS LGTM, Grafana Alloy, K8s/EKS, AWS, Azure, serverless, VMs, databases, Docker, and Terraform.
- Help customers reduce telemetry cost and operational noise through sizing, architecture tradeoffs, sampling, optimization, and migration planning.
- Led a complex migration for a major cloud computing provider to Grafana Enterprise, reducing alert noise 45%, improving incident response time 30%, and saving approximately \$350K annually.
- Enable SEs through practical workshops and guidance on AI-assisted engineering and observability use cases; partner with Product and Engineering when customer needs expose product gaps.

GRAFANA LABS | New York, NY

Associate Solutions Engineer | Jun. 2023 - Nov. 2025

- Promoted from User Success into Solutions Engineering, becoming the first SDR in Grafana Labs history to make the transition into an SE role.
- Supported customers through technical discovery, solution design, demonstrations, workshops, and technical evaluations across Grafana's observability platform.
- Built hands-on expertise across Grafana Cloud, OSS LGTM, OTel, K8s, AWS, and cloud-native observability architectures.
- Partnered with Account Executives on customer engagements, competitive evaluations, and POV initiatives.

GRAFANA LABS | New York, NY

User Success | Jul. 2021 - Jun. 2023

- Generated and qualified enterprise pipeline by identifying observability challenges and aligning Grafana solutions to customer business objectives.
- Built foundational observability and sales expertise that led directly to promotion into the SE organization.

EARLIER EXPERIENCE

DEEP INSTINCT | New York, NY

Business Development Representative | Feb. 2021 - Jul. 2021

- Generated enterprise security pipeline through targeted outbound prospecting, qualification, and account research; delivered tailored product overviews and managed inbound/outbound engagement.

ACE HARDWARE CORPORATION | Fort Myers, FL

Vendor Relations Specialist | Jun. 2020 - Feb. 2021

- Managed vendor invoices, credit memos, escalations, reconciliations, and account issues across warehouse, vendor, and Accounts Payable teams using SAP.

BINARY DEFENSE | Fort Myers, FL

Sales Development Representative | Jan. 2019 - May 2020

- Developed and qualified enterprise security prospects, scheduled meetings with decision-makers, and managed inbound prospects through web chat.

TECHNICAL SKILLS

Solutions Engineering	POVs, Demos, Workshops, Stakeholder Management, Competitive Migrations
Observability	Grafana Cloud, OTel, OSS LGTM, Grafana Alloy, Frontend Observability, APM
Development & AI	TypeScript, Python, REST APIs, Git/GitHub, AI-assisted development, Developer tooling
Cloud & Infrastructure	AWS, Azure, K8s/EKS, Terraform, CI/CD, serverless, VMs, Linux

EDUCATION

FLORIDA GULF COAST UNIVERSITY | Fort Myers, FL

Bachelor of Science, Economics | Aug. 2017 - Dec. 2020

FLORIDA SOUTHWESTERN STATE COLLEGE | Fort Myers, FL

Associate of Arts | Aug. 2015 - Jul. 2017

- Dean's List - Fall 2015, Spring 2016 · Student Economic Union