

RESUME

I build the systems a business sells through. I learned them by selling from every seat.

I co-founded Funnel Futurist, where I run revenue operations inside client businesses, lead sales teams, shape offers, and maintain the operating system our team and AI agents work from. Before that I sold door to door, set, closed \$443K on cold traffic in 5 months, and led a sales team that collected \$2M+.

Every figure on this page is its own role and its own count. Team revenue is labelled as team revenue, never as my personal production.

EXPERIENCE

Most recent first

Now CO-FOUNDER

Co-founder - Sales Operations and Audit Lead

Funnel Futurist · co-founded with John Coburn · go-to-market engineering for coaching and consulting businesses

REVENUE OPERATIONS

- I run sales operations inside client businesses, not from outside them: recovery frameworks, setter and closer training, and pre-call and follow-up systems.
- I built setter and closer tracking systems with individual dashboards, team analytics and lead-to-close tracking, so a founder can see which setters perform and which closers need support.

SALES TEAM LEADERSHIP

- I hire, ramp and lead client setter teams: the hiring, the training, the scripts and the daily numbers.

OFFER AND GO-TO-MARKET

- I design client offer models and pricing paths, and hand them over as a walkthrough video plus a mapped diagram.
- I lead our audits of client funnels and sales processes, and tie every finding to a measured signal.

OPERATING SYSTEMS AND AI

- I'm the lead maintainer of the company's AI operating system: the skill library, SOPs and delivery standards our team and AI agents run on.
- I'm building our operator certification program, and I build client training vaults.

24 months LEADING

Sales Team Lead - Sales Systems

A sales operation built from scratch

\$2M+ collected by the team · ~\$83K a month on average · \$170K+ peak month **TEAM REVENUE**

- I helped build the sales operation from scratch, then hired, trained and developed the team.
- I installed the supporting sales systems. My question changed from "Can I sell?" to "Can I build a place where other people sell consistently?"

5 months CLOSING

Closer - E-commerce Offers

~\$15K done-for-you e-commerce program and a ~\$4.8K coaching alternative

\$443K cash collected · cold Meta traffic · no setter

- I closed cold bookings directly on an offer that was ~70 days old with almost no offer-specific proof.
- I presented a "pay as you profit" financing structure, built custom pre-call assets, heat-mapped the pipeline, and worked abandoned leads.
- I was on the sales team during the period in which the company grew from roughly \$200K a month to as high as ~\$800K a month.

Overlapped the e-commerce role CLOSING

Closer - Fitness Offer

~\$4K cold-traffic fitness program

- I moved into a new market and was near the top of the team almost immediately, selling at the level of behavior, belief and identity, where there was no large return-on-investment argument to lean on.

8 months SETTING

Appointment Setter - Two B2B Accounts

Services for insurance agents (~\$2.8K), then client acquisition for coaches and consultants (~\$6.8K)

\$152K cash collected · 83% → 92% set-to-show · 23% → 35% set-to-close

The second account had more brand goodwill and proof, and it was winding down, which created real urgency. Its market also doubted the underlying strategy, so leads still needed heavy objection handling.

14 months FIELD SALES

Door-to-Door Sales - Home Services

Window and gutter cleaning and pest control, California and Arizona

~\$212K cash collected · \$300-\$800 per sale

- I built small fulfillment crews with college friends: I sold the next week full, and they did the work while I kept selling.

CAPABILITIES

What I can do, and the evidence for it

CAPABILITY	THE EVIDENCE
Revenue operations	Setter and closer dashboards, lead-to-close tracking and recovery frameworks, run inside client businesses.
Sales leadership	A team that collected \$2M+ in 24 months (team revenue). Orlane Vargas, a setter I hired and led: "I grew so much under your leadership."
Systems and visibility	Rob Rammuny, who managed me: I build "systems and processes within CRM, within spreadsheets, to drive clarity as to what's happening in different parts of the sales process."
Removing busywork	Orlane: "You removed any manual redundant work that will take my focus off of dialing and conversation with customers."
Offer design	Client offer models and pricing paths. \$443K closed on an offer whose financing structure was the reason prospects booked.
Audits and diagnosis	I lead Funnel Futurist's funnel and sales-process audits. Every finding ties to a measured signal.
AI operating systems	Lead maintainer of the company AI operating system: skills, SOPs, delivery standards and operator certification.
Selling	\$443K closed in 5 months (no setter). 83% and 92% set-to-show. ~\$212K door to door. Rob: "His ability to follow up is unlike anything that I've ever seen before in a sales rep."

REFERENCES

One person above me, one under me

If you all even did one tenth of what Phoenix does, y'all will triple your commissions. Rob Rammuny Manages a sales agency · managed me as a sales rep Watch the 1:26 video →	I specifically came onto these opportunities because of the systems you had in place. Orlane Vargas Setter I hired, trained and led Watch the 2:00 video →
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