

# GRANT FUELLENBACH

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## SUMMARY

Sales Engineer with a background in CRM automation and business analytics; able to work well under strict deadlines in an ever- adapting environment. Strong analytical and problem-solving skills. Experience in contract profitability, sales operations, marketing automation, lead generation, etc.

**Accreditations:** \*Salesforce Administrator\* \*API Developer\* \*HubSpot Certified\* \*Qlikview\* \*Sandler Sales Training\* \*Staccato Sales Methodology\*

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## EXPERIENCE

### **TextUs.** *Director of Sales Operations and ISV Partnership*

**10/2017 – Present**

- Managed the migration for all marketing workflows and content from HubSpot to Salesforce.
- Managed the partnership between TextUs and Salesforce' AppExchange.
- Improved the sales funnel by 44% overall.
- Incorporated 'Pods' effectively aligning SDR teams with AE teams.
- Build and maintained Salesforce environment utilizing several 'I-frame' applications and automation sequences.

### **Digabit.** *Head of Sales Operations*

**04/2016 – 07/2017**

- Optimized the Sales process using Salesforce by creating and maintaining automated triggers; workflows and key events in the Process manager as well as automating 85% of the sales process.
- Utilized HubSpot to automate the lead and marketing process by filtering and scoring prospects from a number of key characteristics. As well as using HubSpot to generate all email and promotional campaigns to our prospects.
- Using both HubSpot and Salesforce, I created and maintained automated dashboards that accurately reflected the performance of both the Marketing and the Sales team.

### **Food Service Warehouse (FSW.com).** *Vendor Operations Analyst*

**11/2014 – 01/2016**

- Instilled higher order KPI's to increase overall sales by 12% incremental margin YOY.
  - Created a 'Swap tool' API that allowed for the commercial sales team to be able to swap for more profitable products when placing orders as well as eliminating 80% of all stagnating orders.
  - Created an API that found and compared top competitor's prices and promotional strategies and consequently increased the profitability of ecommerce data.
  - Created a Vendor Scorecard inside of HubSpot, \*Ranking dominant manufacturers on 6 variables all oriented on maximum profitability.
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## EDUCATION

**Colorado State University**

**Fort Collins, CO**

- Cognitive Neuroscience: Bachelor of Science, Graduated: December 2013.

