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\*

# 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.

# EDUCATION

**Colorado State University Fort Collins, CO**

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

