

John Schnelle

Strategic Go-to-Market Leader

Email: jhschnelle@gmail.com

LinkedIn: [linkedin.com/in/john-schnelle/](https://www.linkedin.com/in/john-schnelle/)

Cell: 781.710.6050

SUMMARY

Results-driven sales leader with a proven track record in driving revenue growth and enhancing operational efficiency. Experienced in leveraging technology and data-driven insights to optimize sales processes and improve customer satisfaction. Demonstrated expertise in implementing automation workflows, refining ideal customer profiles, and developing AI-enabled demand generation strategies. Possesses a strong background in B2B sales, managing sales teams, and fostering strategic partnerships.

Currently seeking transition into Revenue Operations (RevOps) with a focus on leveraging skills in data analysis, process optimization, and technology integration to drive business success.

TOOLS

- Hubspot (Full Suite)
- Salesforce
- Pipedrive
- OverLoop
- Outreach.io
- MailChimp
- ZoomInfo
- Apollo.io
- LinkedIn Sales Nav
- Airtable
- Excel
- Zapier

KEY REVENUE OPERATIONS RESULTS

- Trained sales reps in Sandler pain qualification methodology and objection handling, resulting in reduction of time between mid-pipeline deal stages by 30%
- Collaborated with the Head of Marketing to refine Ideal Customer Profiles (ICPs) using email and LinkedIn outreach campaign data, resulting in a \$450,000 in mid/late-stage pipeline deals in Q3/Q4 2022
- Used Hubspot custom properties and workflows to fully automate a 12-step manual process, improving overall sales team efficiency by 60% and resulting in over \$2M in new sales pipeline forecast for 2022

REVENUE OPERATIONS EXPERIENCE

Revenue Operations Manager | July 2023 - September 2023 (fixed term contract)

Early Charm Ventures, Baltimore MD

Early Charm is a 50-person venture studio that manages 40 portfolio companies and 5 actively commercialized technologies, with an 8-person revenue team. I managed all aspects of marketing and sales operations.

- Fully automated TOF lead nurture campaigns utilizing workflows and automation in Pipedrive and OverLoop to ensure 100% timely response rate to inbound leads
- Increased web visitor conversion by 3x over a 60-day period by collaborating with marketing to optimize SEO keywords for precise ICP targeting and adding engagement opportunities like chatbots, gated content, and calendly links after observing a disparity between high site traffic and low conversion
- Trained sales reps in Sandler pain qualification methodology and objection handling, resulting in reduction of time between mid-pipeline deal stages by 30%

Head of Sales, Revenue Operations | June 2022 - April 2023

EcoMap Technologies, Baltimore MD

EcoMap is a 35-person Seed-stage SaaS startup operating in the ecosystem mapping space, with a 12-person revenue team. I managed marketing, sales, and customer success operations in addition to building and leading the sales team.

- Built a 1-touch, AI-enabled demand generation workflow, resulting in an 8x surge in email outreach campaign leads and \$125,000 in new business revenue in Q4, 2022
- Collaborated with the Head of Marketing to refine Ideal Customer Profiles (ICPs) using email and LinkedIn outreach campaign data, resulting in a \$450,000 in mid/late-stage pipeline deals in Q3/Q4 2022
- Strategically designed and implemented highly effective sales territories, ensuring prompt follow-up on all inbound leads, providing clear prospecting directives to reps, and enhancing team efficiency
- Designed and implemented customer success ticket submission, routing, and notification workflows in HubSpot, streamlining the support process, reducing response times by 40%, and enhancing customer satisfaction

Sales Manager | Jan 2021 - June 2022

Boyd Technologies, Boston MA

Boyd Technologies is a 50-person contract design and manufacturing organization operating in the medical device space with a 10-person revenue team. I managed all aspects of marketing and sales operations in addition to selling.

- Led the seamless transition from Salesforce to HubSpot CRM, orchestrating a comprehensive migration strategy that ensured uninterrupted data integrity and improved overall team efficiency
- Used Hubspot custom properties and workflows to fully automate a 12-step manual process, improving overall sales team efficiency by 60% and resulting in over \$2M in new sales pipeline forecast for 2022
- Analyzed system data to refine target personas, to inform sales prospecting initiative
- Drove \$250K in new business recurring revenue in first year, opened five \$100K opportunities from outbound sales, and exceeded revenue target by 100% as a result of process improvements

Sales Operations Manager | Dec 2019 - Dec 2020 (fixed term contracts)

Kaymbu and LinkSquares, Boston MA

- Built automated lead scoring system in Airtable to process an influx of 2,000 new weekly webinar leads, achieving a time savings of 2000 minutes per week compared to manual evaluation
- Streamlined internal process of client request tickets from customer success managers to engineers using Airtable and decreased time to fulfillment by 30%

Strategic Account Manager - Mid Market | Sep 2018 - Oct 2019

LogMeIn, Boston MA

Sold a diverse suite of B2B software and collaboration tools into C-Level, IT, HR, Sales and Marketing

- Ranked as top performing new-hire in role October - December, 2018, averaging 90% quota attainment

Business Development Representative | May 2017 - Sep 2018

Formlabs, Somerville MA

Sold SLA 3D printing solutions to a diverse book of small-to-medium sized businesses

- Averaged 100% of quota, closing \$53K monthly on average, ranking in top three highest sellers in the role

TEACHING EXPERIENCE

Director of Performing Arts | Sept 2010 - June 2016

Chapel Hill-Chauncy Hall, Waltham MA

Hanover High School, Hanover MA

- Directed large main stage musical productions leading 60+ students, managing teams of parent volunteers, and overseeing 3-5 additional staff
- Taught 4 daily music and drama classes averaging 20 students in size