

Brennon Spence

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PROFESSIONAL SUMMARY

GTM operator building pipeline infrastructure and automating revenue workflows in B2B SaaS. Quota-carrying, AI-native, and hands-on across outbound sequencing, discovery, and deal progression. Currently deploying AI agents and running GTM programs.

EXPERIENCE

Support Operations Lead

Novi Connect • May 2024 - Present

- Run outbound GTM experimentation in Apollo and HubSpot: email sequencing, messaging iteration, ICP targeting, and early-funnel pipe generation. Sole operator across support + major role in GTM team.
- Quota-carrying: outbound, inbound discovery, webinars, and deal support driving pipeline growth.
- Deployed AI support agent handling ~35% of inbound volume, cutting response times and freeing capacity for pipeline work.
- Host enablement webinars (up to 30 attendees) driving product adoption and pipeline velocity.
- Lead discovery and solutioning calls for AI Shopping Optimization, validating fit and progressing prospects through buying decisions.
- Primary escalation point: diagnose issues, file bugs in Linear, coordinate with Product and Engineering on resolution.
- Built workflow automations reducing manual triage ~40%, maintaining service levels while scaling GTM execution.

Marketplace Operations Specialist

Novi Connect • Aug 2023 - May 2024

Contractor (Part-Time) from Aug 2023 - Jan 2024; Full-Time from Feb 2024 - May 2024

- Managed full order lifecycle across ~50+ retailer accounts: chemical shipments, freight, and vendor coordination.
- Built automated tracking systems in Google Sheets, reducing manual updates and preventing order delays.
- Created scalable ops processes enabling volume growth without additional headcount.
- Supported retailer-facing programs and downstream sales enablement on long-lead logistics.

Customer Experience Specialist

Oliver Space • Dec 2021 - Mar 2023

- Maintained 96% CSAT through refined workflows, feedback loops, and proactive VIP engagement.
- Built automation routing CSAT signals into product roadmap prioritization.
- Analyzed 16,000+ interactions to surface UX bottlenecks and deliver actionable patterns to Product and Engineering.
- Created onboarding materials in Notion and Tango, cutting new hire ramp ~30%.

TECHNICAL SKILLS

AI & Automation: Claude (Cowork + Code familiarity), GPT, prompt engineering, AI agent deployment, AI-powered email sequencing, Google Apps Script, workflow automation

GTM & CRM Stack: HubSpot, Apollo, outbound sequencing, A/B testing, lead enrichment, conversion rate optimization, pipeline tooling

Analytics & Data: SQL, Google Sheets, Excel, data analysis, reporting, Tableau

Operations & Knowledge: Notion, Linear, Intercom, Retool, Stripe, Tango, Loom

EDUCATION

William Jessup University

MBA, Cum Laude, 2021 (3.7 GPA; Top 7.5% in Capsim Business Strategy Simulation; Focus: Operations Strategy, Analytics, Business Systems)

B.S. in General Business, 2020 (Minor: Bible & Theology; Emphasis in Business Analytics)

CERTIFICATIONS

Google Analytics Certification - Coursera, 2023

Advanced SQL Bootcamp - Udemy, 2022