

# JARAD DEROCHEY

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**Sales Leader & Top Producer | VP / Head of Sales | Enterprise Account Executive (AE) | Business Development (BD) | GTM & Revenue Operations (RevOps) | AI-Native Revenue Systems Builder**

## PROFESSIONAL SUMMARY

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Hunter-closer who builds teams of hunter-closers — and builds the AI systems underneath them. 20+ years driving full-cycle B2B and B2C revenue across telecom, commercial infrastructure, energy services, regulated financial products, and SaaS-adjacent go-to-market (GTM): building territories from zero, closing complex deals to **\$500K**, scaling a field sales organization from **15–20 reps to 300+** across 20+ concurrent U.S. markets, and building a remote call center from **17 agents to 100+ producers**. Founder-operator who took a consumer brand from **\$0 to \$6M ARR solo**, bootstrapped. Leads from the front, sets the standard, and builds the bench that meets it. Not a jack of all trades: a master of some — selling, scaling sellers, and engineering the systems that do both.

## CORE COMPETENCIES

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Full-Cycle Sales | Enterprise Sales | High-Ticket Closing | New Logo Acquisition | Outbound Prospecting | Cold-to-Close | Consultative Discovery | Multi-Threading | C-Suite / Owner-Level Selling | Contract Negotiation | Complex Sales Cycles | Sales Leadership (VP / Head / Director) | Account Executive (AE) | Business Development (BDR) | GTM Strategy | Zero-to-One GTM | Founding AE / Founding Sales Leader | Turnaround & Sales Motion Design | Pipeline Generation | Pipeline Management | Sales Forecasting | Territory Planning | Quota Attainment | Comp Plan Design | Channel Sales | Franchise Sales | Sales Enablement | Revenue Operations (RevOps) | Call Center Operations | Recruiting & Team Building | KPIs & Metrics | CRM (Salesforce, HubSpot, GoHighLevel) | AI Workflow Automation | LLM Agents | Agentic Workflows | Voice AI (Twilio, Retell, Vapi, ElevenLabs, Hume EVI) | MCP Orchestration | Prompt Engineering | Next.js | Vercel | Firebase | Zapier | Lindy | Stripe

## AI-NATIVE OPERATING CAPABILITY

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**Builds, deploys, and controls production AI across the full revenue surface — not a tool user, a systems builder.**

- **Autonomous prospecting:** multi-source signal aggregation, deterministic lead scoring, ICP enrichment, and priority-account routing — pipeline generation that runs while the team sells.
- **Voice, call & follow-up automation:** Twilio, Retell, Vapi, ElevenLabs, Hume EVI for inbound, outbound, confirmations, and no-show recovery.
- **Training & enablement agents:** LLM-trained role-play and call-prep agents, AI presenter systems, and cross-LLM knowledge bases (Claude, NotebookLM, Perplexity) that onboard reps in days instead of quarters.
- **Full-stack revenue tooling:** Next.js, Vercel, Firebase, Stripe, Zapier, Lindy, and MCP orchestration — from CRM architecture (Salesforce, HubSpot, GoHighLevel) to custom apps that turn point tools into one operating system.

## SIGNATURE RESULTS

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- Built a consumer brand from **\$0 to \$6M ARR solo** over 10 years — no hires, no paid acquisition; sold **six-figure+ territorial franchises** globally off an organic audience grown from 0 to millions (399K+ flagship channel).
- **Millions in personal high-ticket production** across B2C and B2B, door-to-door to **\$500K commercial deals** — all cold-to-close.
- Scaled a national field sales organization from **15–20 reps to 300+** across **20+ concurrent U.S. markets**; broke company door-to-door sales records as a rep first.
- Built a remote ACA call center from **17 agents to 100+ producers, solo**; ranked **Top 5 national producer** out of thousands at the largest independent insurance marketing organization in the industry.
- Closed **\$300K–\$500K commercial site deals end-to-end**, from cold acquisition through commissioning.
- Won and operated a **multi-million-dollar utility contract portfolio** (Pepco Holdings, PNM Resources, SDG&E) with double-digit year-over-year growth.

## PROFESSIONAL EXPERIENCE

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## Business Development Advisor — Go Ecco Climate Control

Apr 2023 – Nov 2025

Multi-State (Remote) | Contract

- Opened three new state markets (MD, GA, NV) and built the sales motion from scratch: hiring model, discovery flow, pipeline management, comp structure, CRM workflows, and revenue execution.
- Personally closed **\$15K–\$50K installations** during buildout while developing a distributed consultant and field-rep model.
- Built lead routing, nurture automation, and speed-to-lead rules so leadership could trust the activity and the forecast.

## Director of Operations & Development — Flagler Duval Real Estate / US Supercharge Inc.

Jul 2022 – Dec 2024

Fort Lauderdale, FL

- Closed **\$300K–\$500K per-site EV charging infrastructure deals end-to-end**: site qualification, ROI case-building, host and property agreements, utility coordination, installation execution, commissioning, and local launch marketing.
- Negotiated directly with property owners across gas stations, hotels, highway sites, and commercial offices; structured multi-party vendor, utility, and construction contracts.
- Direct report to ownership across a vertically integrated construction portfolio; built new-business acquisition pipelines that added recurring service and maintenance revenue.

## Founder & Chief Executive — MVP Management Group, LLC (d/b/a MVP Bullies)

Aug 2015 – Present

Remote, National & International | Concurrent founder venture

- Built a trademarked, vertically integrated consumer and franchise brand from **\$0 to \$6M ARR** with **zero hires and zero paid acquisition**; multi-million-follower audience (399K+ flagship) driving a multi-year client waitlist.
- Sold **six-figure+ territorial franchises** to elite ownership groups, professional athletes, and high-net-worth partners across North America and abroad; retained **20–50% recurring revenue** per active territory.
- Architected the full GTM stack: pricing, territory structure, Salesforce/HubSpot/GoHighLevel workflows, AI-driven content funnels, lead routing, follow-up automation, and international logistics.

## Independent Insurance Sales — ACA, Medicare & Life

Jan 2021 – Dec 2025

Remote | Licensed in 10+ States | Non-Captive | Concurrent

- Ranked **Top 5 producer nationally** out of thousands at Symmetry Financial Group on personal production, selling regulated financial products in a compliance-aware remote environment.
- Built and scaled a remote ACA call center from **17 agents to 100+ producers**, owning recruiting, licensing pipeline, training, comp design, performance management, and tech stack; appointed with **30+ carriers**.

## Partner & SVP, Sales & Field Operations — RMH Cable TV Inc.

Apr 2003 – Sep 2015

National

- Joined as Partner when RMH absorbed the independent contracting team I had built; **broke company door-to-door sales records as a rep** before scaling the organization.
- Scaled the org from **15–20 reps to 300+** across **20+ concurrent territories**, owning recruiting, training, comp plans, quota management, call centers, dispatch, warehousing, and per-contract P&L.
- Won and operated **multi-million-dollar enterprise utility contracts** (Pepco Holdings, PNM Resources, SDG&E); delivered **double-digit YoY growth** through disciplined quota management and performance-based comp.

## CERTIFICATIONS & LICENSES

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Google AI Certified | OutboundIQ AI Sales Certification | Claude Certified Architect (in progress) | AI Engineering Certification (in progress) | Licensed Independent Insurance Agent, 10+ states (2021–2025) | Florida Real Estate License