



JARAD DEROCHEY

SALES LEADER • ENTERPRISE AE • HEAD OF SALES / VP

Full-Cycle B2B + B2C • GTM & RevOps • AI-Native Revenue Systems Builder

Los Angeles, CA

323.693.4711

jarad@jaradderochey.com

linkedin.com/in/jarad-derochey

jaradderochey.com

No Jack of all trades. Master of some. | If you can dream it, we can build it.

\$0 → \$6M

ARR

\$500K

Commercial Deals

300+

Reps Across 20+ Markets

Top 5

National Producer

1 PROFESSIONAL SUMMARY

Revenue operator, sales leader, and builder of AI-native systems that scale. 20+ years driving full-cycle B2B and B2C growth across telecom, commercial infrastructure, energy services, regulated financial products, and SaaS-adjacent GTM. Combines elite sales execution with RevOps discipline and technical depth to design engines that acquire, convert, and expand revenue. Builds the team, sets the standard, and builds the bench that meets it.

2 SIGNATURE RESULTS

- ✓ Built a consumer brand from \$0 to \$6M ARR.
- ✓ Closed \$300K-\$500K commercial deals end-to-end.
- ✓ Scaled field sales from 15-20 reps to 300+ across 20+ markets.
- ✓ Built remote call-center operations from 17 agents to 100+ producers.
- ✓ Ranked Top 5 national producer.
- ✓ Built GTM systems, hiring processes, CRM workflows, and revenue execution across multi-state markets.

3 SELECTED EXPERIENCE

- Business Development Advisor – Go Ecco Climate Control – Multi-State (Remote)** APR 2023 – NOV 2025
Scaled sales motion into 3 new state markets; built hiring model, discovery flow, pipelines, CRM workflows, and revenue execution.
- Director of Operations & Development – Flagler Duval Real Estate / US Supercharge Inc. – Fort Lauderdale, FL** JUL 2022 – DEC 2024
Closed EV infrastructure deals; built acquisition pipelines and multi-party contracts.
- Founder & Chief Executive – MVP Management Group, LLC (d/b/a MVP Bullies™) – Remote / National / International** AUG 2015 – PRESENT
Built a \$0 → \$6M ARR consumer brand; scaled franchises and brand audience organically.
- Independent Insurance Sales – ACA, Medicare & Life – Licensed 10+ States** JAN 2021 – DEC 2025
Scaled a remote call center from 17 to 100+ producers and ranked Top 5 nationally.
- Partner & SVP, Sales & Field Ops – RMH Cable TV Inc. – National** APR 2003 – SEP 2015
Scaled sales teams across 20+ territories and operated multi-million-dollar contract portfolios.

4 CORE COMPETENCIES

Full-Cycle Sales | Enterprise Sales | GTM Strategy | RevOps | New Logo Acquisition | Outbound Prospecting | Team Building
Sales Leadership | High-Ticket Closing | P&L Ownership | AI Workflow Automation | Voice AI | Next.js / Vercel | MCP Orchestration

5 CERTIFICATIONS & LICENSES

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

SELECTED BRANDS, ENTERPRISES & MARKET EXPERIENCE



AI / GTM SYSTEMS ENGINEER

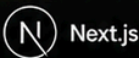
Full-Stack Automation • Revenue Architecture • Voice AI • Multi-Tenant Builds

If you can dream it, we can build it.

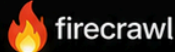
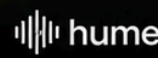
CORE STACK & PLATFORMS



GitHub



ANTHROPIC



SQL / Database



MCP
Systems Orchestration



Workflow Automation
Integrations

TECHNICAL POSITIONING

AI-native operator who translates revenue problems into working systems. Combines sales leadership, RevOps thinking, and hands-on technical execution to build automation, voice AI, multi-tenant applications, and GTM infrastructure that increase speed, visibility, and conversion. Strong in turning messy real-world processes into production-grade workflows.

AI, ENGINEERING & AUTOMATION CAPABILITIES



AI & AGENT SYSTEMS

- Anthropic / Claude
- Prompt-loop engineering
- LLM workflows
- MCP orchestration
- AI-enabled knowledge systems



VOICE & COMMUNICATIONS

- Hume Voice
- Twilio
- Inbound / outbound call flows
- Confirmations, follow-up
- No-show recovery
- Communication APIs



FULL-STACK DEVELOPMENT

- Next.js, Python, .NET
- SQL, databases
- API integrations
- Multi-tenant web applications
- Internal tooling
- Codebase engineering



GROWTH SYSTEMS

- Clay, Firecrawl
- SEO / GEO / LLM search optimization
- Lead enrichment
- Workflow automation
- CRM-integrated pipelines

WHAT I BUILD

- ✓ AI-assisted GTM systems
- ✓ Lead capture, scoring, routing, and enrichment workflows
- ✓ Voice AI and follow-up automation
- ✓ Multi-tenant web products and internal tools
- ✓ CRM / RevOps orchestration and dashboards
- ✓ Sales enablement and training systems
- ✓ Search visibility systems for SEO, GEO, and LLM discovery
- ✓ API-connected business process automations

WHY IT MATTERS FOR REVENUE

- ✓ Shortens speed-to-lead and response time
- ✓ Improves lead quality, routing, and conversion
- ✓ Reduces manual busywork through automation
- ✓ Gives sales teams better context and cleaner workflows
- ✓ Connects engineering execution directly to GTM outcomes
- ✓ Bridges leadership strategy with hands-on implementation

SELECTED TECHNICAL / GTM IMPACT

- ★ Built AI-native GTM systems that automate prospecting, enrichment, routing, and follow-up.
- ★ Designed multi-tenant app and workflow architectures for scalable internal tools and customer-facing systems.
- ★ Implemented voice AI and communications automation for outbound, inbound, and appointment workflows.
- ★ Applied full-stack tooling to solve sales, RevOps, and operational bottlenecks in production environments.
- ★ Brings rare overlap across sales leadership, revenue architecture, and hands-on technical build capability.



ROLE FIT & BEST-FIT ROLES

Head of Sales /
VP Sales

GTM Systems
Lead

RevOps /
Automation Lead

Solutions
Engineer

AI Engineer /
GTM Automation

Product-Minded
Revenue Leader

AI / GTM SYSTEMS ENGINEER