

Sam Warren

Revenue Operations Leader · Revenue Architect · AI-native GTM infrastructure

web samwarren.io
email samuel.a.warren@gmail.com
linkedin sam-a-warren
github swsounds42
loc Denver, CO · remote ok

Nearly two decades building the systems behind B2B SaaS revenue motions — across startups, unicorns, hyperscalers, and billion-dollar brands. Most recently: **the AI-native infrastructure layer that turns RevOps from a reporting function into an execution one.**

EXPERIENCE

Director of Revenue Operations

Jul 2025 – Present

Homebot · Denver, CO · Hybrid

- **\$1.5M+ MRR in pipeline to date** — from signal-based outbound motions built across enterprise and BDR/SDR teams, using AI to personalize outreach at scale.
- Architected the full GTM technology strategy — spanning lead-to-renewal-to-expansion and integrating eight MCP-connected systems under a unified operating layer that turns ops from a reporting function into an execution one.
- Built the attribution architecture that measures the complete marketing-to-sales journey — source tracking through conversion to renewal and expansion.
- Transitioned pipeline management and forecasting from spreadsheets and static Salesforce reports to AI-driven revenue intelligence via Gong — real-time deal health, rep coaching, and forecast accuracy for leadership.
- Established data governance standards across the GTM stack — bedrock data integrity and clean flow between every integrated system.

* Featured in Common Room: \$1.5M pipeline in a single month

Team Lead, Revenue Operations & GTM Systems

Oct 2023 – Jun 2024

Leapsome · Berlin, DE · Hybrid

- **~6,000% pipeline ROI and 315% bookings ROI** — from a net-new B2B inbound channel (AI chat via DRIFT) built and launched within six months.
- Co-led the Revenue Operations team; led Marketing Operations, Sales Development Operations, and GTM Systems. Earned a promotion within six months of joining.
- Owned the entire GTM technology stack — integrations and data flow between platforms, the data warehouse, and the product back-end. Built custom CRM objects and data flows for granular ROI and pipeline tracking.
- Built scalable GTM methodology from scratch — source + conversion tracking, CRO, lead routing and SLAs, nurture and scoring, multi-touch attribution, inbound/outbound/ABx strategy, closed/lost re-activation.
- Drove business-steering efforts — customer lifecycle journey, ICP + TAM synthesis, GDPR/CCPA-compliant data governance, full inbound conversion process revamp nose-to-tail.

Marketing Operations Manager

2021 – 2023

Forto Logistics · Berlin, DE

- Owned the global Marketing technology stack end-to-end — platforms, integrations, vendor relationships, team upskilling, and budget.
- Designed foundational methodologies across the revenue org: GDPR, data governance, lead and account scoring, source tracking, asset IDs, segmentation, multi-touch attribution, and marketing-to-sales workstream optimization.
- Oversaw global campaign management and execution — strategic direction for campaign effectiveness plus the full campaign infrastructure and automation logic.
- Built full-funnel, lifecycle, and KPI reporting spanning Marketing, Revenue, and Sales — the single source of truth for go-to-market performance.

Global Marketing Operations & Systems Manager

2018 – 2021

Foundever (formerly Site1 Group) · Remote · Miami, FL

- **\$300M in global pipeline and 800% ROI in one year** — from automated B2B/B2C chatbot and AI solutions built and optimized across every global market.
- Technical lead on all configuration, automation, and integrations of the Sales and Marketing technology stack.
- Global campaign project management — partnered with technical leads to design solutions that optimally used the MarTech stack to support marketing strategy.

Demand Generation & Automation Manager

2013 – 2018

TraceGains · Denver, CO

- **110% of MQL quota sustained per quarter and 2x net-new opportunity volume year-over-year (2015–2018)** — from multi-touch, multi-channel integrated demand-gen campaigns.
- Created, deployed, and managed all paid advertising and media placements on AdWords, LinkedIn, Bing, Facebook, and Twitter.
- Built executive-level campaign analysis highlighting ROI, KPIs, sales funnel dynamics, and expansion opportunities.

SKILLS

REVOPS & GTM AI-native GTM architecture, Revenue operations strategy, Multi-touch attribution, Signal-based outbound, Pipeline forecasting, Data governance, CRM architecture, Customer lifecycle journey

CRM & REVOPS PLATFORMS Salesforce, HubSpot, Pardot, Gong, Clari, Common Room, Outreach, SalesLoft

AI & AUTOMATION Claude Code, OpenAI / Anthropic APIs, Model Context Protocol (MCP), n8n, Zapier

DATA & ANALYTICS Snowflake, Looker, Tableau, Power BI, dbt, ZoomInfo, 6sense

BUILD & SHIP TypeScript / Next.js, Python, Cloudflare Workers + D1, GitHub Actions, Vercel

CERTIFICATIONS

Mastership in Revenue Architecture

Mar 2025

Winning by Design · Revenue Academy · Jacco Vanderkooij framework

Demonstrated mastery of the three pillars (Revenue Architecture, Bowtie Analytics, Insight Engineering) and the six core models that compose a unified operating system for recurring revenue — Revenue, Data, Mathematical, Operating, Growth, and GTM.

EDUCATION

B.A., Government & Politics

2010

University of Maryland