Chris Hanson

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I help B2B SaaS teams build full-funnel GTM systems with Clay, HubSpot, and Salesforce. I design AI-powered workflows that span intent-based targeting, lead enrichment, customer onboarding, and churn prevention. I'm Clay-certified and focus on building creative, measurable systems that make hand-offs seamless and keep marketing, sales, and customer success aligned.

Professional Experience

Recharge Payments
Marketing Operations Manager, 2024-2025
- Owned HubSpot Marketing Hub and its integrations with Salesforce and analytics tools, driving campaign execution, lead lifecycle automation, and end-to-end funnel visibility
- Designed LLM-enabled lead sourcing and enrichment workflows using Clay, integrating multiple data sources (Apollo, LinkedIn, Storeleads) and APIs to automate qualification, personalization, and outreach at scale
- Owned the AI automation roadmap for Marketing Ops, identifying high-impact use cases across lead sourcing, enrichment, routing, and outbound personalization
- Integrated multiple lead databases with Clay workflows via APIs, maintaining data quality and real-time enrichment to ensure accurate lead routing and reliable outbound campaigns
- Designed and implemented lead routing and scoring frameworks using LeanData and Chili Piper, increasing SLA compliance and SQL acceptance by 20%

Career Break
Paternity Leave, 2023-2024

Verblio Corporation
Senior Manager of Revenue Operations, 2021-2023
- Led end-to-end GTM operations, aligning Sales, Marketing, BDR, Product, and Customer Success through optimized lifecycle processes and full-funnel reporting
- Owned and implemented Totango, partnering with Customer Success, Product, and Sales on account health scoring, messaging, and automated outreach to boost retention and satisfaction
- Designed and enforced lead lifecycle processes, MQL/SQL definitions, and SLA compliance in partnership with Marketing, Sales, and Customer Success leadership
- Designed and implemented the company's first automated Pricing Guidance Calculator, reducing approval cycle time by 30%

Conga Corporation
Marketing Strategy and Analytics Manager, 2020-2021
Marketing Operations Manager, 2017-2020
Senior Sales Development Representative, 2015-2017
- Led setup of scalable GTM infrastructure, including lead routing, lifecycle stages, and attribution modeling, enabling accurate pipeline tracking and streamlined lead qualification
- Modernized lead and account scoring by incorporating ICP, behavioral, and intent signals (Anaplan, DemandBase), increasing SQL conversion by 11% and improving prioritization for targeted outreach campaigns
- Built Power BI dashboards integrated with Salesforce data to monitor GTM performance, lead funnel velocity, and campaign ROI while implementing QA protocols to ensure data accuracy and trust

Tools and Certifications
GTM Systems: Clay (Certified: Inbound, Outbound, Enrichment), Salesforce, HubSpot (Certified: Email Marketing, Inbound), Outreach

Integrations and workflow orchestration: Make (Certified: Foundation), Zapier

Enrichment: Zoominfo, Apollo, Clearbit

Routing and Handoffs: LeanData (Certified: Fundamentals)

Event Lead Capture: Icapture, Splash, Cvent

AI: ChatGPT, Perplexity, NotebookLM