

Contact

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Top Skills

Go-to-Market Engineering

Sales Leadership

Clay

Certifications

Inbound Automation Certification

Outbound Automation Certification

N8N Certified

Honors-Awards

Two-Time National Competitive Debate Champion

Jack Johnson

GTM Engineer @ Flint

New York, New York, United States

Experience

Flint

GTM Engineer

February 2026 - Present (3 months)

Maple

Founding GTM

February 2025 - February 2026 (1 year 1 month)

Manhattan, NY

This role was my third leadership role at a startup/fourth startup I've worked at.

- Grew direct sales from \$0 to 7-figure ARR & 8-figure CMGR-adjusted ARR primarily through email, Meta ads, Google ads, and a number of smaller experiments.
- For the first ~3 months at Maple, I was almost exclusively a GTM Engineer. We started with a sparse direct pipeline, and did extensive analysis to determine the optimal GTM strategy pre-execution.
- Developed expert skills within Clay, a number of mass sequencing tools, and copywriting
- Used AI APIs to list build, filter, enrich, and sequence 300K+ leads, while A/B testing each different list building approach and copy variant
- Exceeded industry standard reply rates by ~400%; generated hundreds of positive replies and hot inbound leads month over month, grew pipeline by > \$4.1M in less than 4 months
- Transitioned into managing the GTM team as Head of Business Development, overseeing expanded outbound efforts and activation of several additional marketing channels
- Adopted the additional responsibility of closing deals and serving clients ranging from SMB to Enterprise; exceeded industry standard close rates by 2-3x.
- Developed standardized sales methodology, best practices, training, and data-driven performance tracking

The Speaker's College

Founder

September 2023 - February 2025 (1 year 6 months)

This role was my second leadership position at a startup—this time, as a founder. Decided to start my own edu-consulting/EdTech company teaching persuasive speaking, and created a successful GTM structure from scratch.

Description:

- Scaled from 0 to 120+ high-ticket clients (B2B and B2C)
- Leveraged organic social media, paid ads, & cold outbound to create a pipeline where ACV exceeded CAC by 26x; eventually had to hire several employees to scale
- Ran successful Meta & Reddit ads campaigns
- Honed my bizdev/GTM skills and personally closed every client we ever had
- Used live sessions, courses, and an interactive tool to teach students, adults, and even speech coaches how to master the all-important art of persuasion.

Mount Yale Capital Group

Summer Analyst

June 2023 - August 2023 (3 months)

Minneapolis, Minnesota, United States

This was my sophomore year summer internship. Sharpened my financial knowledge and also taught me that I really don't like Excel. Most importantly, I learned a lot about AI during a research project towards the end of this internship that sparked my then-nascent passion for AI. Description:

- Analyzed tech & healthcare securities
- Performed basic due diligence for two large investments
- Researched, compiled, and created a new database of 2000+ prospective clients, and got a solid foundational understanding of CRM structure/what client acquisition looks like & how it's organized for a mid-sized firm.

Circularity2

Analyst

May 2022 - October 2022 (6 months)

This was my second role at a startup. I spent almost all of my time doing go-to-market research & DD on possible strategies and investments the company could pursue. Description:

- Completed in-depth profitability forecasts of a slate of possible applications of "Biochar" (look it up!)

- Estimated additional returns based on peer-reviewed data on biochar-driven crop yield improvements, along with 20+ other variables included in my profit forecast
- Conducted in-depth research for a full-length industry book on Biochar

DebateDrills

Director of Public Forum

May 2021 - October 2021 (6 months)

At 19, I stumbled into my first leadership role at a startup. I leveraged my credentials as a three-time national champion in competitive debate to secure this role. Description:

- Led team of 15 instructors
- In consultation with the CEO/COO, implemented an organic social media + cold email outbound-based GTM strategy that, in a span of 2.5 months, grew our PF offering from 2 clients to the second-largest PF edu-consulting group in the U.S.
- Personally closed dozens of clients on a high-ticket subscription to our coaching/course/mentorship (etc) services
- Taught students how to get better at persuasive speaking & debate

Elicit Insights

Summer Intern

April 2021 - July 2021 (4 months)

My first real job! (<https://elicitinsights.com/>)

- Used my Gen-Z tech sensibilities (my only real skill at the time) to design a new UX for a major healthcare corporation's patient app
- Gave presentations directly to the CEO and VP about app design and optimizing UX for younger patients & benefited greatly from their gracious willingness to mentor me
- Did support work & basic DD/data entry on a portfolio of several client businesses across a number of industries include tech, healthcare, and transportation

Education

Columbia University in the City of New York

Political Science, Economics · (2021 - 2025)

Trinity College Dublin
European Studies · (2021 - 2023)

The Blake School
· (September 2016 - May 2020)