

Henry Marble

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Former SDR turned GTM Engineer with 5 years at Cloudflare and Pave. I know where GTM systems break because I lived it: bad routing, cold Tier 1 inbounds, sequence data that never reaches revenue outcomes, scoring tools reps ignore because they can't explain the number, handoffs that drop context. My build philosophy: lower every barrier between a rep and their next best action, and give managers the insight to coach on specifics rather than gut feel.

PROJECTS

Beacon Loop — Sequence Feedback Loop Engine

Python, Pandas, Claude API, FastMCP, Next.js, Supabase, Railway

- Built a system that ties messaging directly to revenue outcomes: a data pipeline connecting Outreach and Salesloft step-level data to Salesforce opportunities, accumulating a replicable recipe of what contact profiles, messaging, and sequence structures actually close deals so top-performer patterns stop living in individual heads.
- Replaced one-size-fits-all performance thresholds with position-aware and volume-aware flagging, so underperforming steps are identified accurately rather than flagged based on where they sit in the sequence.
- Built step intent classification (cold opener, follow-up, breakup, value-add, social proof, multi-channel) with intent-specific threshold multipliers. Breakup emails flagged against a 2x baseline. No sequencer platform does this today.
- Replaced last-touch attribution with a model that credits every step that contributed to a conversion, surfacing which parts of the sequence actually move deals forward.
- Deployed 5-tool FastMCP server exposing attribution analytics to Claude Desktop; Next.js dashboard with sequence health overview, step drilldown, and rewrite recommendations panel with diff view.

DOOM Inc — Salesforce GTM Org Build

Apex, Flow Builder, SOQL, n8n, Salesforce

- Built a full Salesforce org simulating the RevOps infrastructure of a fictional Series B B2B security SaaS: custom data model, lead routing, SLA enforcement, and operational reporting.
- Designed 7-field custom Lead schema for ICP segmentation and SLA tiering; wired a 6-rule assignment chain routing by segment and persona to named reps or queues.
- Automated SLA alerting via record-triggered Flow and post-conversion follow-up via Apex trigger (trigger-handler pattern, 100% test coverage); 4 operational reports feeding a GTM Ops dashboard.

WORK EXPERIENCE

Pave | Sales Development Representative | San Francisco, CA

Jun 2025 – Present

- Built a Next.js tool connecting Claude via MCP to Salesforce, Gong, and Hex; data-driven prospecting approach contributed to 17 meetings in 3 weeks, the team record in Q1 2026.
- Owned top-of-funnel pipeline using Outreach sequences, Pocus intent signals, and ZoomInfo/Cognism, mapping coverage against ICP criteria to reduce time-to-first-touch on high-intent accounts.
- Audited sequence performance using Claude to identify low-converting steps and rewrite touchpoints; improved demo conversion rate to 60%+.

Cloudflare | Business Development Representative, Expansion | Remote

Apr 2019 – Jan 2024

- Used SQL on a 10M+ customer database to build dashboards surfacing underutilized expansion accounts; drove 16% uplift in conversion rate after targeted re-engagement sequences.
- Managed 400+ account expansion book; coordinated with CS on renewal risk signals to hold retention above 95% and drove 22% upsell conversion lift via persona-specific sequences.

EDUCATION

University of California, Berkeley | Anthropology

May 2018

UCLA Extension | Certificate, Cybersecurity Boot Camp

Jul 2023

SKILLS

CRM / GTM Systems: Clay, Salesforce (Apex, Flow Builder, SOQL, Assignment Rules, Triggers), HubSpot, Outreach, Salesloft, Pocus, ZoomInfo, Cognism, LinkedIn Sales Nav

Code / Data: Python, Pandas, SQL, SOQL, Apex, Next.js, TypeScript

Automation and Tooling: MCP / FastMCP, Claude API, Slack API, Docker, Railway, n8n, Zapier

GTM Methodology: Lead routing design, pipeline forecasting, deal desk workflows, sequence strategy, pipeline analytics, ICP segmentation, post-sale lifecycle design, sequence-to-revenue attribution