

Contact

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www.linkedin.com/in/ericraszewski
(LinkedIn)
www.mapops.co (Company)

Top Skills

Geological Mapping
Revenue Cycle Management
Revenue Forecasting

Certifications

Displaying Raster Data in ArcGIS
Sales Enablement
Terrain Analysis Using ArcGIS Pro
Inbound Sales

Eric Raszewski, MBA

Revenue Operations & GTM Strategy Leader | Territory Design | Pipeline & Forecasting | GIS-Powered Market Intelligence | Relocating to NSW, AU (Full Work Rights)
San Diego, California, United States

Summary

I help revenue teams decide where to focus, how to structure, and how to grow.

For the past 15+ years I've worked across sales leadership, go-to-market strategy, and revenue operations. I've led teams, owned targets, built territories, cleaned up pipelines, and turned messy CRM data into systems leadership can actually trust.

Along the way I kept seeing the same problem:
Sales teams are drowning in data but still guessing about territory, coverage, and market opportunity.

So I built a way to make GTM decisions more visible and more strategic.

I combine traditional RevOps fundamentals — forecasting, pipeline health, territory design, process, CRM structure — with location intelligence. I'm also the founder of MapOps, where I develop market and territory intelligence models that help revenue teams understand where opportunity truly exists.

This is not about maps for the sake of maps.

It's about:

- Smarter territory design
- Better account prioritization
- Clearer pipeline coverage
- More confident forecasting
- GTM decisions backed by real market signals

I've worked with startups, growth-stage companies, and established businesses across SaaS, marketplaces, services, and multi-region sales models.

Relocating to regional NSW, Australia in 2026

- ✓ Full Australian work rights (Subclass 491)
- ✓ Open to remote or hybrid roles across RevOps, Sales Ops, and GTM Strategy

If you're building or scaling a revenue engine and want sharper visibility into where to go next, I'd love to connect.

Experience

MapOps

Founder

November 2025 - Present (3 months)

San Diego Metropolitan Area

Built a territory and market intelligence platform that helps GTM and RevOps teams visualize opportunity, align territories, and prioritize the right accounts.

- Design geospatial GTM models combining market signals, incentives, adoption trends, and competitive presence
- Help revenue teams move from "rep intuition" to data-backed territory and coverage strategy
- Develop practical territory planning tools that connect directly to CRM execution
- Work with founders and revenue leaders to identify expansion markets and pipeline gaps

EthicalAds

Key Account Manager

February 2024 - Present (2 years)

United States

Manage strategic publisher and partner relationships, driving revenue growth and long-term retention.

- Own key accounts and optimize performance through data-driven campaign strategy
- Partner with product and revenue teams to align advertiser goals with inventory and audience targeting
- Improve pipeline visibility and forecasting through structured account planning

GoCamp

Field Director (Supply Acquisition)

February 2022 - January 2024 (2 years)

United States

Led supply-side growth strategy for a national camper van marketplace.

- Designed regional growth strategy to expand supply footprint across new markets
- Used market analysis and demand signals to prioritize expansion regions
- Built and managed acquisition programs to grow supply network efficiently
- Analyzed geographic performance trends to improve market coverage and partner retention

Edible Alchemy

Growth & GTM Sales Specialist

June 2020 - November 2023 (3 years 6 months)

San Diego, California, United States

Drove go-to-market execution for a fast-growing consumer brand.

- Developed regional sales strategy and distribution growth plans
- Managed key retail and wholesale relationships
- Identified high-potential markets and expanded regional footprint
- Translated sales data into actionable territory and account strategy

Bulk Wholesale Mushroom

Director of Revenue Management

January 2021 - February 2022 (1 year 2 months)

United States

Owned revenue performance across pricing, distribution, and market expansion.

- Developed GTM and pricing strategies to improve margin and volume
- Identified new market segments and expansion opportunities
- Led sales forecasting and revenue planning
- Aligned sales execution with production and supply chain realities

Nutralife Wellness

2 years 11 months

Strategic Advisor

June 2020 - January 2021 (8 months)

San Diego County, California, United States

Head Of Sales

March 2018 - June 2020 (2 years 4 months)

Greater San Diego Area

Led national sales strategy and team performance.

- Built go-to-market strategy, pricing, and channel mix
- Managed and developed sales team across regions
- Established territory structure and quota planning
- Improved forecasting and performance visibility for leadership

HempMeds

Sales Manager

January 2017 - February 2018 (1 year 2 months)

San Diego, California

Responsible for management of Account Executive (12-15) and Sales Development Representatives teams.

Set up SOP for entire sales process to include customer service and shipping.

Responsible for training, coaching, and development of sales staff.

Involved in Increasing overall yearly sales 50% in 2017.

Evergreen (fka TapHunter)

2 years 5 months

Sales Manager

January 2016 - December 2016 (1 year)

Greater San Diego Area

Built new hire training program for company

Executed ongoing training for both Account Executives and Business Development Representatives

Maintained productive and growing revenue chains by managing and motivating all staff

Conducted interviews and participated in the recruiting process to locate and hire new talent

Account Executive

August 2014 - January 2016 (1 year 6 months)

Greater San Diego Area

Developed selling strategy to increase revenue and client counts nationwide

Spearheaded the first major accounts for company growth

Created Business Development Representative program for company revenue expansions

Closed new business monthly and implemented new customer acquisition processes

Homes.com

Marketing Consultant

January 2014 - August 2014 (8 months)

Responsible for identifying and closing new business accounts nationwide

Graduated 30 day training program as Top Producing Sales Representative

Maintained Top 5 Sales Representatives for duration of employment

United States Marine Corps

United States Marine

September 2008 - September 2012 (4 years 1 month)

Camp Pendleton, California

CUTCO Cutlery

Account Executive

August 2004 - April 2005 (9 months)

Me

Slang the best knives in the world by door to door and cold calling.

Education

Michigan State University

Professional Certificate in Geographic Information Systems, Geographic Information Systems · (April 2025 - August 2025)

Brandman University, Part of the Chapman University System

Master of Business Administration - MBA, Entrepreneurship/Entrepreneurial Studies · (2017 - 2020)

Brandman University, Part of the Chapman University System
Bachelor of Arts in Organizational Leadership, Organizational Leadership · (2012 - 2013)