Eric Martin

Revenue Operations & Systems Lead

I build internal tools and workflows to replace broken manual processes.

Most recently at Kansas Electric, I designed and built a suite of offline-first internal apps and AI-assisted tools for CRM, estimating, field reporting, forecasting, and operational visibility due to existing systems not scaling.

Previously, I was employee #2 at a national rollout services company, where I ran sales and operations and helped grow the company from $0 to ~$4m/yr in under two years while managing crews across the US and Canada.

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PROFESSIONAL EXPERIENCE

Director of Business Development & Product Systems
Kansas Electric, Inc. - Newton, KS | Oct 2024 - present

- Led business development efforts resulting in $100m+ in presented opportunities in the past 12 months, with a forward-looking opportunity pipeline exceeding $200m over next 24 months.
- Built and maintain the company's enterprise opportunity pipeline, account strategy, and forecasting across industrial, commercial, service, and systems integration.
- Designed and built all internal product systems (CRM, estimating tools, field reporting apps, dashboards, forecasting workflows) to support sales execution and operational scale.
- Own marketing strategy and execution, including website development, paid campaigns, SEO, and content, as well as physical brand presence (billboards, interior and exterior signage, and print materials).
- Repositioned the company's brand and messaging to support larger opportunities.

Head of Strategic Operations (Employee #2)
Vale Field Services - Remote | July 2019 - Oct 2024

- Helped build the company from inception to $4m/yr within 18mos
- Ran all sales and customer acquisition
- Built QA programs, training standards, installation guides, and verification processes to ensure consistency across North America.
- Designed scheduling, dispatch, and reporting workflows to support multi-site deployments.

KEY SKILLS

- Revenue Pipeline Strategy
- Sales Enablement Systems
- Internal Product Development
- Workflow & Process Design
- Operations Scaling
- Field & Distributed Team Systems
- Forecasting & Opportunity Modeling
- Marketing & Brand Execution
- Cross-Functional Leadership
- Early-Stage Execution

TECHNICAL SKILLS

- C#, JavaScript, Node.js, SQL
- React, PWAs, Service Workers
- Postgres, Prisma, IndexedDB/Dexie
- Railway, Netlify, GitHub
- Google Apps Script
- Practical AI