

Interview Readiness Toolkit

Prepared for Hiring Panels and Growth Teams

Use this packet to preview how I assess, architect, and activate revenue systems before our interview.

Summary Checklist

- Discovery framework with stakeholder prompts
- 30-60-90 day marketing systems roadmap
- Automation plays aligned to lifecycle gaps
- Analytics dashboards and instrumentation plan
- Culture and collaboration fit notes

1. Discovery & Alignment

Goal

- Clarify business outcomes, revenue targets, and customer KPIs.

Key Prompts

- What would a successful quarter look like for the team?
- Where are we manually stitching systems together today?
- Which executive conversations or board updates need better data?
- What parts of the buyer journey are invisible after the first conversion?

Artifacts

- Stakeholder interview notes (RevOps, Product, Sales, Success)
- Tooling + data inventory matrix with risk labels
- Opportunity matrix with quick wins vs. strategic bets

2. Systems Architecture Blueprint

Goal

- Translate growth objectives into an experience, data, and automation map.

Deliverables

- Current vs. future state architecture diagrams
- Data contract definitions across CRM, MAP, product, and analytics
- Integration sequence and dependency chart
- Risk mitigations (compliance, data quality, resourcing)

Signals of Fit

- Enthusiastic alignment between RevOps, Product, and Marketing leadership
- Clear owners for each swim lane with defined SLAs

3. Activation & Experiment Playbook