

JARED RHUE

VP of Revenue Operations | 5x Operator | GTM Systems Architect

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EXECUTIVE SUMMARY

Strategic GTM Architect and "Artisan" leader with a track record of building and scaling 5 Revenue Operations departments from the ground up for Seed to Series C SaaS. Specialized in transforming high-friction environments into high-velocity revenue engines by establishing "One Version of the Truth" for C-Suite executives and Boards. A clinical operator who bridges the gap between Marketing, Sales, Client Success, Product, and Finance to drive Net Revenue Retention (NRR) and long-term Enterprise Value.

LIFETIME IMPACT METRICS

- **Capital Efficiency & EBITDA Optimization:** Eliminated **\$1M+** in cumulative technical debt by consolidating legacy stacks (Salesforce, NetSuite, Zendesk, Zoho) into native HubSpot ecosystems and securing 20–50% platform discounts.
- **Governance for Exit:** Established the data integrity and GTM infrastructure that enabled a **\$300M Series C (LTK)** and positioned organizations for acquisition through rigorous institutional due diligence.
- **Revenue Velocity & Scale:** Architected high-growth engines that scaled from **\$0 to \$1.2M ARR in Year 1 (Avid AI)** and delivered a 35% average increase in lead-to-opportunity velocity.

CROSS-FUNCTIONAL ALIGNMENT MATRIX

- **Finance & Sales:** Architected a "One-Motion" Deal Desk (HubSpot, Commerce Hub, Stripe, QuickBooks) to reduce revenue latency and automate payments and invoicing.
- **Product & RevOps:** Integrated product usage signals into CRM to trigger automated sales plays and proactive churn alerts based on real-time behavior.
- **Revenue Lifecycle:** Engineered seamless Sales to CS handoff protocols that protect Net Revenue Retention (NRR) by ensuring Day 1 readiness for Success teams.

PROFESSIONAL EXPERIENCE

REVENUE CLARITY | Founder & Fractional VP of RevOps | Mar 2025 – Present

- Partners with B2B companies to build AI-centric revenue engines, resulting in scaling ARR by millions through autonomous GTM motions.
- Deploys Revenue Architecture Blueprints to design PLG/SLG frameworks; owns technical architecture for data models.

AVID AI | Vice President of Revenue Operations | Mar 2024 – Mar 2025 * Architected revenue engine that scaled AI startup from \$0 to \$1.2M ARR in Year 1.

- *Note: Initially engaged as Fractional VP to architect GTM foundations; promoted to Executive Leadership to lead RevOps department.*
- Built a lean tech stack prioritizing HubSpot Native tools to maximize ROI and eliminate 3rd-party SaaS bloat, achieving 100% team adoption of new GTM infrastructure.
- Built custom C-Suite and Board-level reporting for sales pipelines and revenue metrics (ARR/NRR/CAC)
- **Endorsement:** "His ability to balance strategic vision with tactical execution made a significant impact

on our team. Jared consistently elevated the work and the people around him. He's a rare blend of empathy, smarts, and get-it-done attitude. Any organization would be lucky to have him on their team." - Erik Tomalis, CRO, Avid AI

SHARETRU | Director of Revenue Operations | Jan 2023 – Aug 2024 * Managed full migration of GTM infrastructure to prepare for acquisition; saved \$100k/yr migrating off Salesforce and Zendesk into a consolidated HubSpot stack.

- Engineered a strategic integration between Chargebee and HubSpot, automating subscription billing and revenue recognition to eliminate manual reconciliation and provide real-time MRR/ARR visibility.
- Led Marketing team overseeing website, paid ads, and SEO to generate a company-record \$3.2M ARR.

IDONATE | Director of Revenue Operations | Mar 2022 – Oct 2022 * Developed Change Management strategy following \$12M Series A; automated journey handoffs across Sales, CS, and Finance.

- Built and led a new Revenue Operations department (Specialists, Agencies, and Contractors) while catapulting ARR growth through a strategic Inbound Flywheel growth model.
- Despite a short tenure due to a RIF, earned 8 professional recommendations from president, cross-functional peers, and direct reports validating the speed and depth of impact.
- **Endorsement:** *"I would willingly recommend Jared for a senior Revenue Operations position at a large or growing tech company. He is a strategic thinker and was instrumental in driving the alignment of our HubSpot infrastructure. He is the ultimate team player and works with integrity and a sense of urgency."* - Phil Myers, President, iDonate

LTK (REWARDSTYLE) | Revenue Operations Manager | Jun 2020 – Mar 2022 * Built foundational RevOps function during hyper-growth that enabled \$300M Series C funding.

- Directed migration of NetSuite CRM (\$110k/yr) into HubSpot CRM (\$25k/yr) to establish the governance required for institutional investment, resulting in **\$85k/year in direct OpEx savings**.
- **Endorsement:** *"I can't recommend Jared highly enough. He's the sort of guy that keeps cool, calm, and collected in the face of challenges. In a foxhole, you'd want Jared with you."* - Ken Hanson, Engineering Leader, LTK

MODERN MESSAGE (REALPAGE) | Revenue Operations Manager | Sep 2018 – Sep 2019 * Established the first RevOps function for early-stage SaaS; prepared revenue systems for acquisition readiness.

- Implemented the HubSpot Platform and optimized Marketing/Sales/CS/Finance process alignment, streamlining operational efficiency by 30% and accelerating project completion velocity.
- **Endorsement:** *"Jared has a 'can-do' attitude and will always 'roll up his sleeves' to get the task at hand done on time. He has a knack for experimenting with new ideas and tactics to improve systems."* - Darcey Forbes, Former CMO, Modern Message

NEXTGEN REVGEN / MAVEN SALES / IMAGINE | Jan 2017 – Sep 2018

- Founded HubSpot Sales Solutions Agency and led GTM consultancies to drive 35% acquisition growth.

REVENUE ARCHITECTURE & TECH STACK

HubSpot Native Engine (Savant Level): Full Enterprise Suite, CI, AI Forecasting, Commerce Hub/Payments.

Data Intelligence & Enrichment: Apollo.io (Power User), ZoomInfo, HubSpot Breeze Enrichment, RB2B.

Demand & Signal Capture: G2 Buyer Intent, Apollo.io Buyer Intent, Crossbeam, LinkedIn Sales Nav.

Interactive GTM & Enablement: Tourial, Storylane, Vidyard, Opensense.

AI-Native Operations: HubSpot Breeze AI, Google Gemini, Genspark.

BI & Systemic Certainty: Databox, Grow.com, Custom HubSpot Revenue + Data Models.

WHAT EXECUTIVES & HUBSPOT EMPLOYEES SAY

- **On Technical Leadership:** *"His ability to break down complex processes and implement scalable solutions has significantly improved operational efficiency and built strong foundations."* - Antoine Vial, CEO, Kalungi
 - **On Strategic Partnership:** *"Jared was my business partner in managing RevOps... it was refreshing to collaborate with someone who possesses both operational and system proficiency, as well as a deep understanding of financial nuances."* - Heidi Blecha, Controller
 - **On Strategic Vision:** *"Jared has a visionary mindset & sense of empathy and professionalism that I rarely see in my customers. Jared stays ever-positive, grounded, & humble despite the massive efforts he has undertaken."* - Matt Henebury, Senior Inbound Consultant, HubSpot
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EDUCATION & CERTIFICATIONS

- **B.A. Business Administration & Marketing** | Colorado State University | May 2004
- **Pavilion University:** RevOps School, Revenue Architecture, AI for Revenue Leaders, GTM Leadership Accelerator.
- **HubSpot Certifications:** 8 Certifications, including RevOps, Reporting, CRM, Sales Software.
- **HubSpot Bootcamps:** RevOps, Reporting and Analytics, AI for Marketing, Sales, and Service.