SHAWN BURRELL

Enterprise SaaS Platform Developer and Licensor
AI Sales Enablement & Operations Owner / Operator
Veteran Leader in B2B Revenue Operations & GTM Execution

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SUMMARY

Thirty years building revenue organizations in new markets — opened Austin for Clipper Magazine, set a 14-year monthly revenue record at Community Impact, delivered 120% year-over-year growth across ten markets at Granite Media — then, through a structured AI mentorship, became a builder. Designed, shipped, and now operate a production enterprise SaaS platform solo, licensed under a 12-month agreement with SLA obligations. I direct AI agent teams under governance — separate surfaces with separate permissions, a read-first gate, rules enforced in the repository, nothing closed on an agent's word — and I create, operate, and install the AI sales-enablement workflows that run on them. Looking for a senior role where AI operations, platform engineering, and revenue leadership intersect — the three halves of what I actually do.

HOW I USE AI DIFFERENTLY

- **Governed agent teams.** Coordination (plan, scope, draft), Execution (code, migrations, deploys), and Background (overnight audits, scheduled jobs) run as separate surfaces with separate permissions. Routing work between them is the architecture; the model vendor is interchangeable.
- **Read-first gate.** Execution agents cannot see coordination context, so every change is gated on reading the canonical standards first and verifying against the documented contract before anything is proposed.
- **Rules in the repo, not in prompts.** ~70 operational rules captured from real incidents — data-safety, dedup and idempotency contracts, deploy conventions — enforced as standing repository instructions that every new session inherits.
- **Verification over self-report.** No task closes on an agent's claim. Completion means browser and database verification against production, logged to audit tables.
- **Business method in the loop.** The same discipline runs revenue: an outbound methodology I created (HIT-AIM™), layered into an AI workflow, operated by me on live pipelines and installed in client sales teams — measured by stranger-to-engaged conversion, not activity.

SELECTED OUTCOMES

- Delivered MaineCoastLife.com solo in 12 weeks across three phases — live at week 8: event ingestion, directory, editorial CMS, newsletter automation, identity resolution, 37-zone ad server, ticketing.
- Selected by a licensee with deep industry standing — a former GateHouse Media vice president and former evvnt board chair — who expanded the agreement by amendment (fleet 20 → 30 venues, SLA with 2-hour critical response, through May 2027) and separately retained me as fractional revenue operator.
- Security posture: 47 Row Level Security policies, PKCE auth with self-registration disabled, OWASP ZAP 0 failures / 58 passes, secret scanning clean across 223+ commits, third-party audit Grade A, isolated preview branches, 30-day backups with point-in-time recovery.
- Newsletter at 52.8% open / 5.3% click against 3,700+ subscribers (Omeda H1 2026 publisher benchmark 31.6% / 1.16%); 150K+ ad impressions; 2,600+ ticketed events served.
- **SpecBuilder AI:** 220 users and 2,100+ page views in its first 10 days, no paid promotion; users in four countries, syndication reaching Hong Kong. **ICP Lead Finder:** deterministic, versioned-rubric lead scoring — 447 leads sourced and scored across 33 cost-ledgered searches for $1.23 in total data spend, zero records invented; Google Places sourcing with an LLM confined to outreach drafting only.

EXPERIENCE

Fractional Revenue Operator **Aug 2026 – Present**
SB Digital Solutions (operating brand of NRM) · Austin, TX · Remote

- Designed and ran "The 90-Day Build": 29 prospects, 53 touches, 6 playbook iterations, 9 reusable assets — 17.2% of cold prospects engaged by a qualified decision maker within 16 days (published cold-outbound reply benchmarks: 1–3% average, 10–15% top tier). Now offered as AI Sales Operations.
- Install the method in client sales teams and train them to run it without me — the test of whether a workflow is real.

Founder & CEO — Platform Owner-Operator **Feb 2026 – Present**

Next Revolution Media, LLC (NRM) — platform development and licensing · Leander, TX · Remote

- Own and license the IP for a production enterprise SaaS platform; sole engineer and operator under contract with SLA obligations to a paying enterprise licensee.
- Stack: Postgres with Row Level Security, 23 edge functions (Deno/TypeScript), cron, React SPA, environment-gated CDN deploys, GA4/GTM/GSC, AdSense/Ad Manager, Resend.
- Run a 30-venue scraper fleet under a strict idempotency contract (hash-based dedup, normalize → enrich pipeline, quality gates, dormant-season handling, retry automation); health surfaced in an in-house admin console.
- Scope classification and contract work under the licensing agreement — in-fee vs. separately scoped, amendments, consultant NDAs, controlled access provisioning. Products: Control Center, SpecBuilder AI, ICP Lead Finder.

Sales Director **Jan 2025 – Jun 2025**

Zoe Marketing & Communications — digital and programmatic marketing agency · Birmingham, MI · Remote

- Tripled pipeline using data-informed outreach and retargeting; introduced a consultative sales model that improved close rate by 25%.
- Built an ROI framework through risk analysis — identified the sales thresholds required per channel before spend.
- Developed outbound playbooks for legal, home-services, and SMB sectors — the work where the AI-enhanced sales workflow that became HIT-AIM™ first took shape.

Vice President of Sales **Sep 2023 – Jan 2025**

Granite Media Partners, Inc. · Taylor, TX

- Directed sales across 10 markets and a 30-person consultant salesforce in a multi-product media ecosystem; 85% salesforce retention.
- Delivered 120% year-over-year growth and a 15-point profit-margin increase; exceeded annual revenue targets by seven figures; wrote the playbooks used for national expansion.
- Installed Pipedrive company-wide with performance dashboards, and drove incremental revenue by marketing to the existing customer base through automated, segmented sends.

Senior Sales Director **May 2014 – Aug 2022**

Community Impact · Pflugerville, TX

Promoted through four roles — Sales Specialist → General Manager → Senior Sales Director — leading enterprise client strategy and regional growth.

- Set the all-time monthly revenue record — a 14-year company high, still unbroken.
- Launched a new product line across 18 territories, exceeding targets by 60%.
- As GM, transformed the bottom-ranked region into #1 company-wide; #1 individual performer four consecutive years.
- Drove 35% year-over-year revenue growth across 500+ clients with 85% retention.

Regional Sales Manager **Jan 2005 – Dec 2012**

Clipper Magazine · Austin, TX

Built and scaled territories from zero across competitive Texas markets during the print-to-digital transformation.

- Opened the Austin market from the ground up, exceeding year-one targets by 50%; built a territory from scratch to 200% growth and the #1 regional ranking.
- Led the Dallas region to top revenue-producing status in Texas; developed and coached teams that consistently surpassed quota.
- Promoted to Regional Sales Manager on sustained performance.

CONTINUOUS LEARNING

- **Structured AI mentorship, 2025** — six-month AI Development & Business Integrations program with Guy Tasaka (LMA Innovator of the Year; senior media-industry AI practitioner): weekly recorded sessions with assigned build work. Began from an open offer he made to a conference room of media executives; I took it, followed through, and shipped. He later introduced me to the publisher who became my first licensee and vouched for the build.
- **Self-directed engineering stack, 2025–2026** — Postgres/RLS, Deno/TypeScript edge functions, React, Python, Git, email deliverability, cron, multi-agent orchestration — each learned by shipping it to production and operating it under SLA.
- **Security practice** — OWASP ZAP, secret scanning, third-party audit, and database security-advisor remediation adopted as standing release gates; cleared a production RLS/security-definer advisory to zero findings.

TECHNICAL & BUSINESS SKILLS

AI & Workflow: multi-agent operating models, rules engineering and safety gates, AI-assisted software development, workflow analysis and process design, requirements-to-spec generation, evaluation by verification.

Engineering & Security: PostgreSQL, Row Level Security, serverless edge functions (Deno/TypeScript), React, Python, Git, REST APIs, cron, scrape → normalize → enrich pipelines, PKCE/OAuth, secret management, environment isolation, backup/PITR, access provisioning.

Revenue & Business: new-market launch, GTM strategy, B2B sales leadership, revenue operations, CRM implementation (Pipedrive), platform licensing and SLA management, contract negotiation, scope classification, analytics (GA4/GTM/GSC).