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Summary

Go-to-market engineering from the sales side: I came up through sales, and I build the tools sales teams run on with Claude Code. Hired to cold-call restaurants as the country locked down, I built sales development, then moved to operations. My method: find where a team is losing its week, size it in SQL, and ship a fix by Monday.

3 days to 30 min for a price comparison · Sales development team grown from **1 to 5** ·
+7 pts buyers staying with a new supplier · FoodByUs grew **~10×** in annual GMV, 2020 to now

Experience

FoodByUs, Sydney · B2B wholesale marketplace for restaurants and suppliers — Mar 2020 – present

Senior Operations Program Manager — Nov 2024 – present

- **Price comparisons in 30 minutes, down from a three-day wait.** Built with a developer colleague: AI matches a buyer's invoices to our catalogue and prices them. Not yet as accurate as the hand-built ones it replaced.
- **Cross-sell alerts in each rep's Slack.** Rebuilt the cross-sell signal after finding its product event had never fired, and tested it against real orders. A churn early-warning agent is in pilot.
- **Buyers staying with a new partner supplier up 7 points** from a Gumloop flow that messages rep and buyer through the first five orders. Also shipped reps a Claude-powered invoice splitter.
- **Zendesk to HubSpot with no lost day of support:** five staff, five channels, eight years of history. It ran long on vendor features that worked in the description and not in the account.
- **Mapped the first 30 days of buyer onboarding for the chief revenue officer (CRO)** across HubSpot, SQL, Slack and rep interviews. An independent review reproduced every headline number.
- **Set up five colleagues, the CRO among them, with their own Claude Code workspace:** our data docs and a read-only database tool. Coach the CRO one to one on AI.

Operations Support Manager — Oct 2022 – Nov 2024

- **Built the HubSpot sales pipeline 20+ reps have worked in since,** and shipped the onboarding form, the cashbacks launch and the company's first OKRs, each with training for sales.
- Managed the sales development reps and up to four operations support officers at once while moving into operations, and helped plan the operations restructure and the tools that covered it.

Sales Development Manager (previously Inside Sales Manager) — Feb 2021 – Oct 2022

- **Built and managed sales development from one rep, me, to five across three states,** and its stack: ContactSpace, HubSpot pipelines, lead scraping, and a call script rewritten around what converted.

Inside Sales Representative — Mar 2020 – Feb 2021

- Cold-called hospitality venues from my bedroom through the lockdowns.

How I work

I run my projects like a small engineering org staffed by Claude Code agents. Work runs as numbered tickets, one decision each; settled decisions go on a do-not-reopen list; nothing ships until a fresh AI reviewer with no memory of it reproduces the number. The habit came before the AI: check what everybody assumes is true.

Earlier experience

Oxford Falls Grammar, Technology and Design Teaching Assistant, 2017–2020 · **WWF** and **Diabetes NSW & ACT**, Innovation Intern, 2019 · **Nike**, Sales Associate, 2016–2017 · **ING Direct**, Operations Officer, 2015–2016

Skills

Build: Claude Code, MCP, Gumloop; React, TypeScript, Node and Postgres apps built with Claude Code

Data: SQL against production data, Amplitude, testing tools against real outcomes

CRM and support: HubSpot (Sales and Service Hub), Zendesk, ContactSpace

Education

University of Technology Sydney, Bachelor of Business and Bachelor of Creative Intelligence and Innovation, 2016–2019. Distinction average; innovation consulting placements at Honda Australia and the City of Sydney.