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Rockford Hunt

Chief Revenue Officer, VP of Sales, Go-to-Market Leader

Enterprise sales leader and founder with 20+ years and $200M+ in career sales influenced. I carry the number, build the team, and run the revenue engine. I took SalesDriver from $0 to $16M+ at 128% average annual growth, closed $2M to $5M enterprise deals with C-suite buyers at RAPP (Omnicom), and built CORA, an AI system that runs revenue operations, with a signals engine that finds accounts ready to buy. Author of *Buyer Methodology* (2026). Looking to own go-to-market and the number as CRO or VP of Sales at an AI or B2B software company.

$0 to $16M+	**128%**	**$2M to $5M**	**+180%**
Revenue built at SalesDriver	Average annual growth	Enterprise deal size at RAPP	RFP win conversion

Experience

Managing Director / Sales Lead SalesDriver — 2018 to present

B2B revenue company: managed outbound, AI implementation and a sales platform. Full P&L ownership.

- Grew revenue from $0 to $16M+ over 8 years at 128% average annual growth. Carried the number personally before building the team to scale it.
- Closed 18 major accounts generating $4.3M in 2023 and 2024, leading each pursuit through discovery, executive presentations, negotiation and close.
- Recruited, hired, trained and led a 12-person team: designed the org and roles, coached managers, and ran performance management, hiring and exits.
- Owned C-suite relationships at major accounts including And1, UTS Global, ChannelKey and Visitors Coverage, retaining multi-year contracts through consultative delivery and transparent executive reporting.
- Built the go-to-market strategy, forecasting and CRM operations (HubSpot, Salesforce, GoHighLevel) that let the business scale profitably.
- Architected and deployed CORA, a multi-agent AI system running revenue operations across 9 connected platforms. Its signals engine scores accounts on fit, signals, relationship and timing, with a person approving every buyer-facing action. CORA measures SalesDriver outbound end to end: 121K+ people across 73 campaigns, 587 opportunities, and a 2.25% human reply rate on the best offer.

VP, Business Development RAPP Worldwide (Omnicom) — 2016 to 2018

Led enterprise revenue strategy for a global agency network; carried and closed major accounts.

- Closed 8 enterprise deals averaging $2M to $5M each through C-level relationships, consultative discovery and high-stakes executive presentations.
- Redesigned the enterprise RFP and pitch process end to end, improving win conversion 180% on multi-million-dollar deals.
- Hired, trained and led a team of 8 on structured OKRs and coaching cadences. Managed C-suite relationships at Hainan Airlines, McDonald's and Progressive Bank.
- Won Omnicom Agency Partner of the Year (2017); recognized as the most active LinkedIn profile in the network.

Director, Business Development The 1st Movement — 2015 to 2016

- Achieved 142% of quota at a $1M average deal size through consultative selling and account expansion. Built the sales process and CRM that lifted velocity and conversion. Led a team of 5.

Managing Director and Sales Lead Onvi Media 2010 to 2014

- Secured $3M in new sales, closing marquee accounts including Apple Vacations and Viking Cruises.
- Scaled the company from 3 to 45 employees in 18 months while owning financial planning and operations.

Director, Sales and B2B Marketing Sensis Agency 2008 to 2010

- Drove $2.5M average annual sales (excluding media spend); doubled annual RFP volume and improved win rate. Generated pipeline for the US Army and CA Lottery.

Co-Founder and Managing Director E-commerce Express 2004 to 2008

- Co-founded and scaled a digital commerce agency averaging $1.25M annual sales; grew the team from 2 to 18. Retained clients including Univision and Subway.

Core strengths

- Go-to-market strategy and revenue planning
- Enterprise and major-account sales
- C-suite relationships and negotiation
- Pipeline management and forecasting
- Hiring, coaching and sales enablement
- P&L ownership and cross-functional leadership
- Executive presentations and public speaking
- AI-native revenue operations

Tools

CRM and pipeline: Salesforce, HubSpot, GoHighLevel

Prospecting and data: ZoomInfo, Clay, Apollo, Instantly, intent and website visitor data

Conversations: Gong, Fireflies, Intercom, Slack

AI and automation: Claude, OpenAI API, self-hosted LLMs, agentic workflow design, Supabase, OpenClaw, Followr

Education, training and publications

B.A. Communications, Minor in Marketing, Loyola Marymount University

Salesforce Administrator; Sandler Sales Training; Google AI Essentials (2024); ChatGPT Prompt Engineering for Developers and Building Systems with the ChatGPT API, DeepLearning.AI (2025)

Author, *Buyer Methodology: The 12 Mental Drivers Behind Every B2B Decision, and How to Find the One That Stopped Yours* (2026)