

Tyler Roessel

GTM Operations & Revenue Systems Leader

Washington, DC, United States | [LinkedIn](#) | [Website](#)

Revenue Operations leader with 15+ years building scalable GTM systems across Sales, Marketing, Partnerships, Product, and CS. Designs CRM architectures, improves data quality, and drives cross-functional adoption to accelerate revenue execution.

EXPERIENCE

GTM Lead - New Markets

Feb 2026 — Present

The Tech Recruiters

Building new-market and client-development workflows for a technical search practice across AI, blockchain, fintech, and SaaS.

- Develop founder-led account research, hiring-signal intelligence, and outbound workflows for technical markets.
- Advise early-stage and growth companies on critical GTM and operating hires across technical, commercial, and executive functions.
- Apply AI-enabled research, CRM memory, and structured follow-up systems to improve market coverage and client development.

Growth & Revenue Lead

Apr 2025 — Nov 2025

Grantx

Remote / Washington, D.C.

Designed end-to-end GTM operating motion for a B2B AI SaaS platform, converting founder-led selling into a repeatable revenue process supporting \$3.4M in signed agreements. Built CRM-centered GTM data layer with enrichment, segmentation, scoring, and pipeline review inputs. Diagnosed bottlenecks and implemented AI-assisted workflows using Codex, Claude, Zapier, and n8n for research and note synthesis. Created customer feedback loop from 75+ client organizations into product, pricing, and delivery decisions.

Director of Business Development

Jan 2024 — Feb 2025

Spending Power

San Francisco, California, United States

Served as connective tissue across Marketing, Product, Partnerships, Analytics, and Lifecycle Operations for an AI-enabled commerce platform. Reduced execution time by 25% by remapping HubSpot lifecycle operations across segmentation, campaign workflows, and reporting hygiene. Directed B2C launch that drove 50,000 user acquisitions in the first month through AI-assisted testing and lifecycle optimization. Secured 40+ strategic partnerships and channeled feedback into product and supply chain decisions.

Director of Communications & Customer Retention

Feb 2022 — Dec 2023

Phemex

Remote / Washington, D.C.

Directed customer retention and market-facing communications for a fintech platform, aligning product launches, customer trust, and user feedback across teams. Managed 10-person cross-functional team across content, social, community, lifecycle communications, and customer education. Instituted reporting rhythms for campaign performance, customer sentiment, and retention indicators. Reduced annual marketing budget from \$500K to \$200K by identifying inefficient spend and redirecting resources toward higher-confidence growth opportunities.

Co-Founder and Chief Operating Officer

Jan 2020 — Dec 2023

AnyDAO

Shanghai, China

Established company operating layer from zero for a blockchain governance platform that helped 50+ companies launch token-based organizations. Raised \$500K in pre-seed capital and scaled platform to 20,000+ users through GTM execution, ecosystem development, and product-led adoption. Systematized partner integrations, contributor coordination, onboarding, and governance across distributed user base. Instrumented analytics infrastructure with Mixpanel and Amplitude to identify activation gaps, retention patterns, and growth priorities.

Founder

Jan 2018 — Jan 2022

CryptoMondays Shanghai

Founded and scaled an IRL Web3 education community to 3,000+ members and hosted 40+ events, moderating panels for founders, CEOs, CTOs, Devs, and PE/VC investors in Shanghai.

Director of Business Development

Jan 2018 — Dec 2020

Primas

Shanghai, China

Partnered with product, engineering, and design on onboarding, localization, user research, and feature-positioning loops for a technical content platform. Launched data-driven international growth campaign using product segmentation and CRM automation, generating 32,000 new users for app launch. Developed 30 strategic partnerships and 3 protocol integrations. Conducted user and market research across 8 geographies, improving new-user activation by 25%.

Director of Marketing

Jan 2012 — Dec 2018

Shangkai Sports International

Beijing, China

Steered APAC digital marketing strategy and stakeholder coordination for global sports organizations including NFL, FIBA, and PGA. Negotiated \$500K+ in digital rights and VOD contracts while structuring distribution, reporting, and partner communication processes across rights holders and media partners.

Director of Digital Strategy

Infinite Ideas International

Jan 2012 — Jan 2014

External Relations Manager

Target

Jan 2008 — Jan 2012

Credit Risk Specialist

Dealer Services Corporation

Jan 2005 — Jan 2008

EDUCATION

University of Wisconsin-Milwaukee - School of Business Administration

Bachelors in Marketing

Activities and societies: Delta Sigma Pi Business Fraternity

University of Paris I: Panthéon-Sorbonne

French Studies

The Hutong School

Chinese Studies

PROJECTS

Nonprofit blockchain education platform, CryptoMondays Shanghai

Founded and scaled a nonprofit blockchain education community from zero to 3,000 members with 25% annual growth through strategic marketing and community programming. Orchestrated 40+ in-person events featuring 100+ speakers including global blockchain founders, CEOs, and CTOs. Secured \$50K in funding through strategic partnerships.

SKILLS

Founder-led Sales · AI Workflow Automation · Sales Operations · Go-to-Market Strategy · Artificial Intelligence (AI) · Strategic Partnerships · Customer Relationship Management (CRM) · Sales · Finance · Growth Strategies · Strategy · Events · Marketing Campaigns · Marketing Operations · Social Media Marketing · Communication · Digital Marketing · Sports Marketing · Event Management · Portfolio Management · Sales Management · Brand Development · Brand Management · Online Marketing · Marketing Strategy · Leadership · Partnership Marketing · Digital Assets · Client Relations · Consulting · Negotiation · Business Relationship Management · Analytical Reasoning · Email Marketing · HubSpot · Salesforce · Clay · Apollo · ZoomInfo · Instantly · Claude · Codex · Zapier · n8n · Aplify · MCP · CLI integrations · Amplitude · Mixpanel · Tableau · Looker · Jira · Figma · Asana · Slack · GTM Operations · Revenue Systems · Sales Process Design · Customer Retention · Partnership Development · Product Feedback Loops · Data Quality · Pipeline Management · Team Leadership · Blockchain · Fintech · SaaS · B2C · B2B · International Growth · Analytics · English · Mandarin Chinese · French