

Harrison O'Connor-Hoover

Revenue Systems Engineer / GTM Automation Builder

harrisonoconnorhover.github.io | [GitHub](#) | [LinkedIn](#)

PROFESSIONAL SUMMARY

Revenue Systems Engineer / RevOps Automation builder with 4+ years owning sales operations, CRM architecture, workflow automation, integration engineering, data pipelines, data quality and integrity, forecasting, attribution, reporting, and data governance across B2B SaaS. Builds trusted operating infrastructure with HubSpot, Salesforce, SQL, REST APIs/webhooks, Python/JavaScript, and AI-assisted workflows; translates requirements into scalable systems, documented processes, dashboards, and decision-ready insights.

PROFESSIONAL EXPERIENCE

GTM Engineer | AxisCare | Remote | August 2024-Present

- Own AxisCare's GTM technology stack across HubSpot, Clay, Gong, Apollo, Aircall, and Chili Piper, translating recurring sales and operations problems into maintainable systems, integrations, internal tools, and automation.
- Build and maintain 20+ production HubSpot systems and data pipelines using REST APIs, webhooks, JSON, native workflows, and custom Node.js; own routing, cross-object synchronization, duplicate handling, reconciliation, monitoring, alerts, and runbooks.
- Own CRM data governance and operating documentation, including lifecycle stages, required fields, exit criteria, permissions, change control, workflow adoption, recurring audits, exception reporting, monitoring, alerts, and runbooks.
- Built pipeline, funnel, forecasting, attribution, and board reporting from HubSpot data; shipped a self-service web application that transforms source data into an 18-slide board deck and supporting Excel analysis, reducing a recurring multi-day process to minutes.
- Built an AI-assisted prospecting and ICP-validation pipeline using Clay, Apollo, web research, LLM classification, and HubSpot APIs; added approximately 600 net-new companies in three months and revalidated approximately 10,000 companies with deterministic checks and human approval before CRM writes.

Sales Operations Specialist | REVGEN | Remote | February 2022-August 2024

- Owned sales operations, reporting, and data infrastructure across 15 concurrent B2B client accounts and 70 managed sales representatives, translating varied business requirements into repeatable systems and analytics.
- Delivered Salesforce configuration and RevOps consulting, including standard objects, custom and formula fields, roles and permissions support, dashboards, reporting, and sales-process workflows; built Google Sheets performance systems and prepared deduplicated, enriched prospect data with ZoomInfo for Salesloft execution.

SELECTED ENGINEERING PROJECT

Dander | Open-source, GCP-native data platform | github.com/harrisonoconnorhover/dander

- Architect and build a Python-based, self-hosted data platform with Google Cloud, Terraform, provider-neutral SQL/data workflows, cloud integrations, automated testing, and operational guardrails; use AI coding agents throughout design, implementation, debugging, and iteration.

TECHNICAL SKILLS

Revenue Systems & RevOps: HubSpot, Salesforce, Gong, Apollo, ZoomInfo, Salesloft, Aircall, Chili Piper; CRM architecture, workflow automation, lifecycle management, data governance, attribution, forecasting, and documentation

Analytics & Data: SQL, Metabase, Excel, Google Sheets, PowerPoint automation, machine learning, dashboards, performance and conversion analysis

Integration Engineering: Python, Flask, Node.js / JavaScript, REST APIs, webhooks, JSON, Git, Google Cloud, Terraform, authentication, data transformation, monitoring, alerting, and runbooks

AI & Enrichment: Codex, Claude Code, Clay, LLM workflows/APIs, structured outputs, ICP classification, tool-using agents, deterministic validation, human approval

EDUCATION

B.S. Psychology | University of Pittsburgh at Johnstown | 2014