

Caleb Christensen

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PROFESSIONAL PROFILE

Results-oriented Revenue Operations leader and top-performing Account Executive with a proven track record of architecting scalable sales systems. Expert in bridging the gap between Sales and Operations, designing data-driven coaching frameworks, and automating workflows in Salesforce. Successfully scaled new GTM teams from \$100K to \$350K monthly revenue and increased conversion rates by 144% through process optimization.

CORE COMPETENCIES

High-Volume Prospecting - GTM Strategy - Sales Enablement - Salesforce/CRM Administration - Financial Analysis - Systems Thinking

PROFESSIONAL EXPERIENCE

T-Mobile

Jul 2024 – Jan 2025

Retail Sales Associate

Riverton, UT

- Developed a custom tool using Google AppSheet to streamline quote generation and automate sales follow-up, improving personal efficiency and organization.
- Optimized the customer onboarding workflow, reducing transaction times while increasing service attachment rates.
- Engaged with 50+ customers daily in a high-traffic retail environment, consistently exceeding targets for new customer acquisition.
- Provided expert consultations on complex rate plans (Go5G Next), analyzing customer needs to demonstrate value and secure upgrades.

Lendio

Oct 2023 – Mar 2024

Account Executive, Commercial Lending

Lehi, UT

- Drove \$67K in average monthly revenue and secured over \$25MM in total loan volume.
- Architected a consultative sales process that achieved a 35% offer-to-close rate (significantly above industry avg).
- Executed a high-tempo sales strategy, conducting 60+ daily calls to manage a pipeline of inbound and self-generated leads.
- Developed a referral network of vendors and CPAs to generate a consistent pipeline outside of company-provided leads.
- Analyzed client financials (P&L, Balance Sheets) to structure complex deals, directly mirroring underwriting risk mitigation strategies.
- Increased customer LTV by structuring creative financing solutions (Bridge Loans) to prepare clients for premier products.
- Collaborated with underwriters to resolve 3-4 Etran hold codes per month, saving stalled deals through regulatory expertise.
- Created long-term funding roadmaps for clients, advising on financial structuring to qualify for future SBA 7(a) products.

Lendio

May 2023 – Oct 2023

GTM Team Lead (Founding Sales Team)

Lehi, UT

- Scaled a new sales division from 8 to 15 reps, driving monthly revenue from \$100K to over \$350K (\$4.05MM run rate).
- Hired, trained, and managed the company's first successful offshore team in Jamaica, reducing cost-per-rep by 50% while maintaining performance standards.
- Designed a 2-day fast-track onboarding program that reduced new hire ramp time by 60%.
- Conducted daily data-driven huddles and 1:1 coaching sessions using call scoring and performance scorecards to drive accountability.
- Architected the end-to-end sales process and built the division's entire performance management system from scratch in Google Sheets/Salesforce.
- Automated lead distribution workflows ("Speed to Lead") using Kixie and Salesforce, ensuring equitable round-robin assignment.
- Collaborated with developers to resolve critical CRM integration errors, directly improving conversion rates by 7%.
- Performed deep funnel analysis to identify disqualification reasons, accelerating the sales cycle by 32% through improved lead definition.

TCS Equipment Finance

Feb 2023 – May 2023

Business Relationship Manager

Draper, UT

- Executed a high-volume prospecting strategy, utilizing D&B Hoovers and ZoomInfo to conduct over 100 cold calls daily.

- Built a robust pipeline of middle-market opportunities (\$20MM-\$100MM Revenue) from scratch by engaging C-level decision-makers.
- Formally trained in the Sandler consultative selling methodology to conduct needs analysis and uncover pain points.
- Successfully onboarded two new Independent Sales Organizations (ISOs) and trained their brokers on credit box alignment.
- Packaged loan documents and conducted DSCR and cash flow analysis to price deals using SOFR rates.
- *Note: Brief tenure due to identifying a strategic misalignment between the company's high-volume prospecting model and its targeted credit requirements.*

Lendio

Nov 2021 – Jan 2023

Traditional Lending, Subject-Matter Expert (SME)

Lehi, UT

- Increased traditional financing conversion rates by 144% (+\$700K annual revenue) by designing a new sales-to-underwriting handoff process.
- Leveraged Gong.io to analyze call data and deliver targeted 1:1 coaching to a remote team of 15 representatives.
- Designed rep performance scorecards to track granular KPIs (App-to-Offer, Offer-to-Close) for data-driven reviews.
- Collaborated with underwriters to resolve 3-4 Etran hold codes (tax liens, CAIVRS) per month, saving stalled SBA deals.
- Created long-term funding roadmaps for clients, advising on financial structuring to qualify for future SBA 7(a) products.
- Performed deep-dive cash flow analysis on tax returns to structure complex deals that met strict debt-service coverage ratios.

Lendio

Jan 2021 – Nov 2021

SBA PPP Loan Forgiveness Agent

Lehi, UT

- Ranked in the top 3 of 24 agents by submitting 70-120 compliant forgiveness applications per month.
- Managed a high-volume portfolio of business owners, making 100+ daily outbound calls to guide them through complex SBA regulations.
- Guided clients through the calculation of forgiveness amounts and collection of IRS 941s/payroll reports.

T-Mobile / Sprint

2017 – 2021

Integration Specialist & Sr. Sales Representative

Salt Lake City, UT

- Selected by District Manager to lead post-merger integration for 5 retail locations, acting as the subject-matter expert on new systems.
- Contributed to a national knowledge base of workarounds for systemic integration errors, enabling faster problem resolution for teams nationwide.
- Retained at-risk customers during network migration by explaining technical details (frequencies, licensing) to alleviate concerns.
- Redeployed to low-performing stores to provide targeted hands-on training and operational support.
- Led the store to become the #1 generator of B2B revenue in the district by designing an "account audit" process for service customers.
- Consistently achieved 125% of sales quota, maintaining a top-10% ranking in the district.
- Developed and led daily sales huddles to set goals based on foot traffic volume and seasonality.
- Implemented a pre-transaction "checkpoint" system to coach reps on deal specifics before they engaged customers.

Dynatronics

May 2018 – Aug 2018

Operations & Supply Chain Intern

Cottonwood Heights, UT

- Designed and implemented a physical Kanban system that reduced stock-outs by 57% and past-due orders by 70%.
- Performed 5-Why root cause analysis to develop CAPA plans for international medical device compliance.

EDUCATION

University of Utah

Salt Lake City, UT

Studies in Operations and Supply-Chain Management

- **Awards:** CSCMP Scholarship (Supply Chain Ethics), Lassonde Entrepreneurship Scholar.
- **Competitions:** Lassonde Studios High School Entrepreneurship Competition (Residential Scholarship Winner).

TECHNICAL SKILLS

- **CRM:** Salesforce (Experience Cloud), Gong.io, Kixie, Zoho.
- **Data:** Microsoft Excel (Advanced), Google Sheets (Query/VLOOKUP), Tableau, DOMO.
- **Methodologies:** Sandler Selling System, Lean Six Sigma (Kanban), Agile Sales Management.