

# Chris Harper

Sales Leader · Multi-Channel & Mid-Market · AI Builder

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## PROFESSIONAL SUMMARY

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Sales leader and technologist with 18+ years of progressive leadership across multi-channel retail, SMB, and mid-market SaaS. Sales through and through: every chapter has carried a number, hit it, and built the team behind it. Started in Cisco CCNA coursework and computer sales, scaled 5G Fixed Wireless Access as part of Verizon's national rollout team, and have spent the last four years leading mid-market SaaS sales at LinkedIn while shipping production AI tools that cut new-hire ramp roughly 30%. Track record of deliberate category and capability transitions: B2C to B2B SaaS, single-channel to multi-channel, AE-led team to AI-augmented operating system. Built three production applications using AI-assisted development across coaching, workflow orchestration, and tournament management.

## EXPERIENCE

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### LinkedIn | Regional Sales Manager, SMB / Mid-Market

May 2022 - Present

Chicago, IL

- **Revenue Performance:** Delivered 100%, 102%, 105% attainment across FY23-FY25; H1 FY26 at 110%, pacing to finish at 106%. Closed largest SMB/MME deal in the segment at \$1.49M three-year.
- **Team Leadership:** Lead 8 Account Directors across a book of business up to \$25M and roughly 1,000 accounts, with a mix of 70% renewal and 30% new business.
- **AI Builder, Production:** Built and deployed an AI-powered coaching agent and prompt repository inside LinkedIn's workflow stack. Cut new-hire ramp roughly 30%; v1 thesis adopted into broader GTM enablement rollout.
- **Forecast Discipline:** Hold forecast accuracy within 2% by week six of each quarter through territory planning, path-to-revenue mapping, and weekly MEDDPIC pressure-testing.
- **Talent Development:** Developed reps into 4 internal promotions and 3 Winner's Circle qualifications. Reduced ramp time through structured 90-day onboarding and AI-enabled coaching.
- **Category Transition:** Joined LinkedIn as a deliberate move from Verizon's primarily B2C scope into B2B SaaS, multi-stakeholder buying committees, and platform-product sales motion.

### Verizon Wireless | Director, Retail Sales (Great Lakes)

Feb 2021 - May 2022

Multi-Channel Market Leadership · Manager of Managers

Chicago, IL

- **Organizational Scale:** Led 9 direct reports (7 General Managers + 1 SMB Manager + 1 Indirect Account Manager) across 43 locations spanning national retail, indirect retail, and indirect partner channels. Total org of 140-210 employees across two leadership layers.
- **Full P&L Ownership:** Accountable for the complete Great Lakes Market P&L across all three channels.
- **Growth:** Increased SMB mix to 30%. Scaled the region to the #2 SMB market in the enterprise by expanding a playbook originally built as the #1 SMB district in the company.
- **5G FWA National Rollout:** Part of Verizon's national 5G Fixed Wireless Access rollout team; owned Great Lakes execution. Drove FWA to over 13% of sales while peer regions averaged under 5%. Served as named 5G ambassador across 500+ field reps and 125+ managers.
- **National Strategy Contribution:** Continued seat on Verizon's Phone Growth Core Team, contributing to national GTM strategy for accelerating phone growth adoption across markets (continuation of seat earned at General Manager altitude).

### Verizon Wireless | District Manager

2018 - 2021

Akron / Canton, OH

- **Segment Leadership:** Led 7 retail locations and built the #1 SMB district in the company through focused execution, talent development, and disciplined operating cadence.
- **Performance Recognition:** Ranked Top 10 of 44 districts on overall performance; named District MVP; drove sustained year-over-year growth through talent development.
- **National Strategy Continuation:** Retained seat on Verizon's Phone Growth Core Team, continuing cross-functional contribution to national GTM strategy through promotion.

## Verizon Wireless | General Manager

2014 - 2018

Cleveland, OH

- **Multi-Location Management:** Managed multiple high-volume locations, consistently exceeding 100% quota attainment and ranking Top 10 of 62 stores. Recognized as SMB Champion for driving business sales growth at the local level.
- **National Strategy, Earned Early:** Selected to Verizon's Phone Growth Core Team at General Manager altitude, contributing to national GTM strategy for phone growth adoption. Seat retained through subsequent promotions to District Manager and Director.

## Verizon Wireless | Sales Rep → Assistant Manager

2008 - 2014

Cleveland, OH

- Joined as a Sales Rep (2008); promoted to Assistant Manager in 2010 with hybrid sales and leadership responsibility.
- Six years of consistent top-tier sales and customer experience results through front-line and emerging leadership work.

## INDEPENDENT WORK · AI-ASSISTED BUILDS

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Three production applications built solo using AI-assisted development on Lovable. System design, data architecture, and deployment strategy were mine; AI tooling accelerated execution. Each build was anchored on a specific product thesis, not a feature wishlist.

### Glean Coaching Agent (LinkedIn, Production)

Thesis: Coaching effectiveness is bounded by inspection cadence, not coaching skill. AI removes the cadence bottleneck.

Built and deployed AI-powered coaching agent and prompt repository inside LinkedIn's workflow stack. Cut new-hire ramp roughly 30%. v1 thesis adopted into broader GTM enablement rollout across the org.

### InstructFlow AI (Founder / Builder, instructflow.ai)

Thesis: Prompt quality is bounded by workflow design, not prompt skill. Model routing replaces prompt optimization.

Independent product turning ad hoc AI prompting into reusable, model-routed workflows. ~50 templates across recruiting, sales, content creation, and engineering domains. Currently in early concept validation with a PLG motion targeting individual and team users.

### Golf Tournament Platform (Architected and Built Solo, Production)

Thesis: Existing golf tournament platforms are built for administrators and treat players as spectators, so I built one where the competitive and social experience is the core, backed by a tournament-grade scoring engine.

Architected and built a production golf tournament platform (real-time scoring, automated team drafting, WHS-compliant handicap engine with dual GHIN/computed indices, full admin console) solo using AI-assisted development. Designed the data model, row-level security architecture, realtime infrastructure, and Playwright-based automated testing harness. Built on TanStack Start, TypeScript, and Supabase. First live 20-player tournament August 2026; exploring commercial applications.

## CORE COMPETENCIES

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Multi-Channel Sales Leadership · Mid-Market & SMB Strategy · Manager of Managers (Two-Layer Org Leadership) · Full P&L Ownership · Forecast Discipline & Operating Rigor · AI-Enabled Coaching & Enablement · Production AI Development · Cross-Functional GTM Strategy · Multi-Stakeholder Deal Strategy · Talent Development & Promotion Pipelines · RevOps & Sales Insights Partnership · Executive-Level Customer Conversations

## EDUCATION · TECHNICAL FOUNDATION

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### Kent State University | Business Sales & Marketing

Coursework focus: Business Sales, Marketing Strategy, and Economics.

**Technical Foundation:** Cisco CCNA coursework (high school). Began career selling computers and networking hardware before transitioning to wireless and SaaS. Technical fluency thread continues through 5G technology adoption leadership at Verizon and production AI development at LinkedIn and independently.