Dan Munson

Sales Systems and Revenue Delivery Leader
Remote | United States
danmunson87@gmail.com
linkedin.com/in/danmunson1

SUMMARY

Sales and revenue leader with over 20 years of professional experience across SaaS, digital marketing, and lending. Strong background in building, improving, and operating the systems that sales teams depend on, including CRMs, workflows, and internal tools. Known for combining proven sales strategy with hands-on system building to help teams sell more, move faster, and operate more smoothly.

CORE SKILLS

- Sales Strategy and Execution
- Revenue Growth and Pipeline Management
- Sales Systems and CRM Design
- Workflow and Process Improvement
- Cross Team Collaboration
- Requirements Definition and Delivery

Technical Experience:
Next.js, SQL and Postgres, APIs, Automation, Supabase, Git

PROFESSIONAL EXPERIENCE

Lower

Senior Mortgage Loan Officer
Nov 2025 to Present | Remote

- Drive sales production in a regulated lending environment while meeting strict accuracy and compliance requirements
- Work daily inside CRM, loan, and workflow systems used by sales and operations teams
- Identify system gaps that slow down sales or create confusion for borrowers

- Provide real world feedback to improve sales workflows, data quality, and reporting
- Balance sales performance with process quality and risk awareness

---

Mektra

Founder, Sales and Systems Builder
Apr 2025 to Present | Remote

- Build custom sales systems and internal tools to help teams sell more effectively
- Design CRMs and workflows to support lead management, follow up, reporting, and forecasting
- Help companies improve conversion and speed by simplifying tools and processes
- Work hands on with system setup, data structure, APIs, and automation
- Deliver systems that reflect how sales teams actually work day to day

---

Realtor.com

Digital Sales Consultant
Sep 2024 to Nov 2025

- Ranked number one nationally in December 2024
- Exceeded quota at over 125 percent with more than one million dollars in total contract value
- Sold multi product SaaS packages with strong attachment and retention
- Built and shared pricing tools and sales resources used across the team
- Contributed feedback that improved sales tooling and workflows

---

Highly Finite

Head of Sales
May 2023 to Sep 2024

- Led sales strategy and daily execution for a growing digital studio
- Improved CRM usage, sales processes, and pipeline visibility
- Worked with leadership to align sales goals with delivery capacity
- Supported hiring, training, and performance management

PHX Lending

Founder, Mortgage Broker
Mar 2022 to May 2023

- Owned sales, operations, compliance, and supporting systems
- Funded six to eight million dollars per month across multiple loan programs
- Built CRM and automation tools to reduce closing times and manual work
- Managed hiring, training, and day to day execution
- Maintained audit readiness and process accuracy

Rocket Mortgage

Sales Director
Feb 2009 to Mar 2014 and Mar 2018 to Oct 2019

- Led and coached a fifteen person sales team
- Maintained personal production while managing team performance
- Ran pipeline reviews, forecasting, and performance tracking
- Authored sales processes and playbooks
- Earned multiple President's Club awards

SELECTED SYSTEMS AND SALES WORK

- Built custom CRM and workflow tools to support revenue teams
- Designed sales processes that improved follow up and conversion
- Implemented automation to reduce manual sales and operations tasks
- Improved reporting and visibility for sales leadership
- Focused on systems that support real selling behavior

EDUCATION

Associate's Degree
Front Range Community College
GPA 4.0

Professional Certificates in Progress
Full Stack Development at Codecademy
AI, Analytics, and Automation at DataCamp