

# Charles R. VanDercook

## REVENUE OPERATIONS & MARKETPLACE GROWTH LEADER

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Revenue Operations and Marketplace Growth leader with experience scaling high-growth B2B and B2C marketplaces exceeding \$100M in annual revenue. Proven track record leading revenue transformation, AI-driven automation, marketplace expansion, and post-merger operational integration.

### SELECTED CAREER HIGHLIGHTS

- Lead Growth Operations supporting **\$108M+** in annual marketplace revenue across **41 U.S. markets**.
- Promoted from Marketplace Operations Strategist to Head of Growth in **21 months**.
- Built AI-driven automation systems that reduced manual operational workload by **30%+**.
- Helped lead operational integration efforts following the **Qwick / Gigpro merger**.
- Increased annual revenue by **\$1.2M** while reducing operating costs by **15%** as GM & Director of Food & Beverage.

### PROFESSIONAL EXPERIENCE

#### Head of Growth

Oct 2024 to Present

Qwick, Scottsdale, AZ

- Played a key role in the operational merger of Gigpro and Qwick, aligning revenue systems.
- Built RevOps frameworks that improved forecast accuracy, pipeline visibility, executive reporting, and decision-making.
- Led redesign of tech-stack infrastructure to improve attribution, automation, reporting accuracy, and scalability.
- Developed SMB, Mid-Market, and Enterprise frameworks that automated onboarding and lifecycle management.
- Implemented guided onboarding through Pendo to accelerate customer activation and adoption.
- Led development of "Avery," an AI orchestrating agent with a 7-sub-agent framework to automate account management.

#### Regional Operations Manager

Jan 2024 to Oct 2024

Qwick, Scottsdale, AZ

- Owned marketplace performance across multiple regions representing \$24M+ in annual revenue.
- Developed automation systems using Zapier and AI tools, reducing manual workload by more than 30%.
- Built and deployed "Chazz-GPT," the company's first AI agent, a full Mid-Market GTM engine.
- Led recovery initiatives for underperforming markets, restoring marketplace health and improving key KPIs.

#### Marketplace Operations Strategist

Jan 2023 to Jan 2024

Qwick, Scottsdale, AZ

- Managed \$3M+ in monthly revenue across six established markets.
- Established SOPs increasing profitability on a shift-by-shift basis through scaled automation.
- Managed the task force for Market Re-Launch to correct markets not meeting KPIs.
- Improved onboarding workflows, reducing client ramp-up time by 25%.

#### GM & Director of Food & Beverage

2021 to 2023

The Yacht Club at Chandlers, Dallas, TX

- Increased annual revenue by \$1.2M while reducing operating costs by 15%.
- Used Qwick as a vendor, building a relationship that turned into my next career move.

### VENTURES & PROJECTS

#### Founder of A<sup>3</sup> Arizona Advanced Automation

2026

[arizona-advanced-automation.com](https://arizona-advanced-automation.com)

- Cost-effective, scalable automation solutions tailored to small and medium-sized businesses; reverse-engineered job postings into lead generation.

## Founder of Ellie, the Hospitality Management Recruitment Marketplace

2026

[meet-ellie.com](https://meet-ellie.com)

- AI-first two-sided marketplace matching hospitality leaders with their next role; live beta. “Your next job starts with a conversation.”

### CORE COMPETENCIES & TECHNOLOGY

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#### Competencies

Revenue Operations (RevOps) • GTM Strategy • Marketplace Growth • Revenue Forecasting & Analytics • Pipeline Management • Customer Lifecycle Management • Post-Merger Integration • Sales Enablement • Process Automation • AI Agents

- Cross-Functional Leadership

#### Technology

Salesforce • HubSpot • SQL • Tableau • Zapier • Claude • Voiceflow • Pendo • AI Agent Creation & Management • Reporting & Attribution

### CERTIFICATIONS & EDUCATION

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- ZoomInfo Admin Certification
- Pendo.io Admin Certification
- Udemy SQL Certification • Zapier Experts Certification
- Salesforce Agentforce Certification (expected Q4 2026)
- **Northern Arizona University**
- B.S. in Hotel and Restaurant Management
- Certificate in Accounting