

# Erin Wiggers

Technology executive accelerating revenue velocity.  
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## Professional Summary

Technology executive architecting GTM Systems that accelerate revenue velocity through AI-powered automation and unified data infrastructure at scale for global growth-stage SaaS and AI companies. Build intelligent revenue engines and cultivate seamless cross-functional alignment through automated workflows and real-time intelligence. Highly skilled at architecting HubSpot ecosystems, deploying agentic AI automation, designing data governance frameworks, and transforming fragmented tech stacks into self-sustaining growth machines that drive 30% productivity gains and 10x operational velocity. Thrive on turning chaotic revenue operations into predictable, scalable systems that make every rep perform like your top performer. I build the intelligence layer that turns data into decisions and friction into revenue.

## Skills and Core Competencies

CRM Architecture & Administration | AI & Automation Engineering | Data Architecture & Governance Integration & Tech Stack Management | Analytics & Business Intelligence | Cross-Functional Leadership Process Design & Optimization | Change Management & Enablement | Strategic Planning with Tactical Execution | Revenue Operations Expertise | Internal Tool Creation & Productization | Multi-Agent AI System Design

## Key Accomplishments

- Launched RevOps infrastructure in 60 days, driving 100% CRM adoption and \$12M pipeline visibility
  - Deployed 25 HubSpot automations to cut manual data entry 80% and boost sales productivity 30%
  - Delivered AI-powered quoting platform reducing proposal time by 95%, saving 20 hours weekly
  - Created RevOps Assessment Tool with 10 integrated data tables, improving client retention 35%
  - Led 10-person team delivering 50 web applications, generating \$7M project revenue
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## Marketing Lead

Wand AI | Marketing | Palo Alto, CA -

August 2025 - present

- Launched RevOps infrastructure in 60 days, driving 100% CRM adoption and \$12M+ pipeline visibility
- Deployed 25 HubSpot automations to cut manual data entry 80% and boost sales productivity 30%
- Built Agentic Content Engine reducing production time by 99% and saving 200 hours monthly
- Consolidated tech stack, reducing operational overhead by 40% and saving \$8K+ monthly
- Achieved 15% increase in sales productivity, generating additional \$500K in qualified pipeline
- Achieved 40% automation rate, enabling team to handle 3x lead volume

## **Director of Technical Services**

**BridgeRev | Professional Services Delivery | Oklahoma City, OK - August 2022 - May 2025**

- Built AI-powered quoting platform, reducing creation time by two thirds and saving 20 hours weekly
- Developed RevOps Assessment Tool, improving client retention by 35%
- Consolidated tech stacks, delivering average annual savings of \$250K per client and \$2.5M+ total
- Implemented HubSpot to achieve 45% lift in lead-to-customer conversion rates on average
- Created reusable RevOps frameworks that allowed 3x more client projects annually
- Built custom integration enabling real-time reporting that improved forecasting accuracy by 60%
- Built custom ATS, reducing costs by \$36K annually while improving data accuracy by 40%

## **Director of Development**

**Impulse Creative | Professional Services Delivery | Ft Denaud, FL - September 2020 - May 2022**

- Led a team of developers to deliver web application that generated \$7M+ in project revenue
- Created a component library, to reduce dev time by 35% and enable 2x faster project delivery
- Implemented Agile methods, improving on-time delivery to 95% and reducing scope creep by 50%
- Created PM system to increase team utilization to 85%, generating additional \$450K in billable hours
- Mentored junior developers improving team productivity by 40% and reducing oversight by 50%

## **Education**

- B.A., Biology | University of Mississippi, Oxford, MS
- B.A., Psychology | University of Mississippi, Oxford, MS
- Master's, Entertainment Business | Full Sail University, Orlando, FL