

GREG BENZA

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SUMMARY

Sales Manager and GTM Engineer. I run a five-rep team and build the AI systems that team runs on, which means I find out inside a week whether what I shipped actually works. Nine years in B2B sales — wholesale distribution, regulated consumer packaged goods, agricultural commodities. I'm not an engineer; I'm a salesperson who learned to build. The hard part was never the model. It was getting ten people who've done it their way for a decade to change how they work on a Tuesday.

EXPERIENCE

Nimble Distribution

June 2024 – Present

Sales Manager & GTM Engineer

Sales management

- Direct supervisor for a team of 5 sales representatives.
- Direct sales for the largest single-store accounts and major chains.
- Travel to all markets regularly to engage key accounts.
- Develop growth strategies for individual accounts and for individual reps.
- Team consistently hits goals and shows quantifiable progress across all metrics.
- Integrated and expanded the use of AI across all aspects of sales.

GTM engineering

- Sole GTM Engineer — build and operate the AI systems the sales organization works through.
- Took the team off spreadsheets and memory onto a single system of record, then rebuilt that system so reps query and update their book in plain language instead of filling in forms.
- Built on Claude, hosted on Cloudflare, deployed through Netlify; architected the agent hub, delivery system, and automated agentic workflows on n8n.
- In daily production across the full sales team — roughly 10 users — with per-rep permissions enforced server-side.

Oregon Roots

February 2023 – April 2024

Sales Representative

- Generated 25% of all company gross income within three months.
- Built and managed a book of 70 accounts — all new business or win-backs — across Portland, Eugene, and Southern Oregon.
- Sold flower and packaged goods at all price points; purchased flower wholesale to ensure product at every price.
- Owned inventory, fulfillment, and all METRC compliance tracking for the territory.
- Sold through a consultative approach built on long-term account relationships.

Verdant Leaf Farms

August 2021 – February 2023

Sales Representative

- Given complete control to develop multiple markets from zero leads.
- Primarily sold rosin-based consumer packaged goods; also sold premium indoor flower averaging \$1,400–1,600 per pound.
- Spent 50% of working time cold calling and canvassing, and 90% on the road including a weekly overnight.
- Consistently beat sales quotas.

Blooming Nursery

March 2019 – June 2021

Account Manager

- Part of a sales team that grew revenue from \$3M to \$5M in a single season by adding an outbound motion alongside traditional outside sales.
- Sold agricultural commodities B2B, handling both inbound and outbound.
- Largest customer purchased more than \$100,000 per month.
- Closed 10+ sales per day at the height of season.
- Coordinated sales with the shipping and fulfillment departments.

San Francisco Zen Center — Tassajara Monastery

April 2014 – February 2019

Zen Monk

- Resident monk for five years; worked 10+ hours a day, seven days a week, focused primarily on administration.
- Worked in the sales department for the monastery's guest resort.
- Served as translation assistant to scholars translating Buddhist scripture.
- Recruited volunteers for the Dharma Relief campaign.
- Instructor in meditation and ceremony.

Broken Barn Nursery

July 2009 – October 2011

Sales Manager

- Built a direct-to-landscaper business model and created an outbound lead generation program.
- Sold shade trees, shrubs, and perennial plants.
- Directly supervised a team of 2–3 employees.
- Created and monitored the production schedule to coordinate with the seasonal sales cycle.

SKILLS

Sales & Distribution B2B sales · Wholesale distribution · Field and outside sales · Territory development · Account management · Consultative selling · Cold calling and prospecting · Negotiation · Sales management · Sales coaching · Regulated industries · Agricultural commodities

GTM & Revenue Operations Go-to-market engineering · CRM implementation and adoption · Sales process design · Pipeline management · Outbound lead generation · Sales enablement, SOPs, and training

AI & Technical AI adoption in sales organizations · LLM deployment · AI agents and agentic workflows · Claude / Anthropic API · n8n · Cloudflare · Netlify · Workflow automation · Human-in-the-loop system design · AI change management

EDUCATION

University of Vermont — Plant and Soil Sciences

2005–2009

PROJECTS

gregbenza.ai — Building with AI in public: what a career salesperson learns by making things with it, and what it actually takes to get a team to adopt them.

Project Hashi — projecthashi.substack.com. Translation of ancient Sanskrit meditation glyphs into modern language.