

Karl Krecke

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EXPERIENCE

Unchained Capital

Mar. 2022 – Apr. 2026

Operations Manager, Revenue & Platform | Mar. 2023 – Apr. 2026

Austin, TX

- Unchained Capital is a fintech firm providing secured lending services to individuals and businesses, with \$7+ billion secured and \$1+ billion in loans originated.
- Designed and maintained the GTM infrastructure, co-owning HubSpot end-to-end (super admin, 75+ users, 7 teams) including pipeline configuration, lifecycle stages, lead scoring, workflow automation, and cross-stack integrations.
- Designed and launched a subscription renewal dashboard in Metabase, integrating data from CRM, Stripe, and the data warehouse, which saved 5-10 hours per week for each CRM, reduced missed renewal conversations by 80%, and provided new renewal visibility for leadership's biweekly reporting.
- Spearheaded the Revenue Operations 'Good-to-Great' initiative, auditing GTM data plumbing, identifying pipeline attribution gaps, and implementing scalable fixes that reduced manual reporting work and improved cross-functional data consistency.
- Boosted lead attribution coverage from 20% to 75% by developing unified data pipelines with SQL, Metabase, and Hightouch, enabling more informed decision-making and improved tracking across the customer lifecycle.
- Managed and mentored a direct report on the revenue operations team, setting quarterly and monthly goals, delegating work, and ensuring consistent progress toward key initiatives.

Concierge Director | Mar. 2022 – Mar. 2023

- Directed comprehensive onboarding, support, and experience programs for over 250 clients, significantly boosting conversion rates, activation success, and retention throughout the entire customer lifecycle.
- Designed and optimized over 20 onboarding workflows and defined handoffs between Sales and Client teams, resulting in improved pipeline progression and reduced time-to-activation.
- Managed cross-functional teams to enhance customer engagement strategies, resulting in a 15% increase in conversion rates.
- Coordinated cross-team efforts to validate new functionalities through structured testing, improving product stability and accelerating go-to-market timelines.
- Collaborated closely with Product and Engineering teams to prioritize the development roadmap by integrating customer insights, funnel analytics, and competitive market analysis, enhancing feature impact.

University of Minnesota, Dept. of Laboratory Medicine

May 2018 – Sep. 2021

Researcher II

- Interpreted large-scale genomic datasets to identify potential biomarkers for disease progression and treatment response.
- Contributed as second author to the Nature journal 'Cell Death & Disease,' resulting in over 20 citations highlighting research impact.
- Optimized image-based cell counting procedures, enhancing data accuracy and decreasing experiment duration by 25%, which increased overall lab efficiency.

EDUCATION

University of Minnesota Twin Cities

2018

Bachelor of Science, Biochemistry

- **GPA: 3.5/4.0**

SKILLS

- **Certifications:** HubSpot Revenue Operations; HubSpot Sales Hub Software; HubSpot Service Hub Software
- **Skills:** Revenue Operations; Territory Strategy & Operations; CRM Administration; Workflow & Automation Design; Pipeline & Deal Stage Management; Revenue Intelligence & Dashboard Development; Territory Mapping & CRM Management; Data Analysis (SQL, Excel, BI Tools); Reporting & BI Tools (Metabase, Hex); Conversion Optimization; Cross-Functional Collaboration; Lead Routing & Territory Assignment; Integration Management (Zapier)
- **Technologies:** Salesforce; HubSpot; SQL; Metabase; Zapier; ClickUp; Hightouch; n8n; Claude
- **Interests:** DIY Home Projects; Dog rescue/fostering; Financial Technology; Cooking