

# Anthony Patton

SALES ENABLEMENT | REVENUE OPERATIONS | AI-POWERED SALES INFRASTRUCTURE

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## PROFESSIONAL SUMMARY

Revenue-obsessed Sales Enablement leader who turns hidden conversion bottlenecks and profit leaks into measurable growth. Known for building the operational and technical infrastructure that makes sales teams faster, more compliant, and significantly more productive -- from creating a CRM platform from scratch to plug-and-play onboarding systems that compress ramp time by 75%. Self-taught full-stack engineer who ships production tools in TypeScript, Python, and JavaScript. 5+ years scaling call center operations in the insurance industry, including joining a company as Employee #1 and building the foundational product it now runs on.

## EXPERIENCE

### Sales Enablement / Special Sales Operations

**Luminary Life** | March 2024 - Present

*Employee #1 -- joined at founding alongside the Director to build the entire operation from the ground up*

Built and owned the full revenue enablement stack for a high-velocity final expense insurance call center -- designing the systems, tools, and processes from scratch.

#### Founding Contributions & Platform Creation

- Joined as Employee #1 and co-built the Luminary Life sales operation from inception alongside the founding Director
- Created the original LISA (Luminary Insurance Sales Application) -- an on-screen scripting and sales guidance tool that became the foundational CRM platform for the company; later scaled into a full enterprise product by contracted development team (LOJI)
- Created a licensing onboarding pipeline spanning NIPR -> SureLC -> CRM, integrating SureLC API to automate license verification and state appointment tracking

#### Onboarding & Ramp Acceleration

- Redesigned agent onboarding from a 4-week program to a 1-week ramp system, cutting time-to-productivity by 75% through structured curriculum, tech playbooks, and week-by-week training tracks in Trainual

#### Coaching & QA Infrastructure

- Built a coaching cadence web application enabling directors to surface patterns in sales manager behavior, with embedded QA tools for proactive compliance detection and call coaching opportunities
- Integrated Attention AI for real-time call transcription across the sales floor, enabling structured post-call review and compliance scoring at scale

#### Analytics & Automation

- Engineered a suite of Apify web scraping actors and n8n automation workflows delivering daily/weekly lead source quality reports, agent performance rankings, and marketing mix analysis -- replacing manual reporting entirely
- Implemented Bayesian-smoothed agent performance scoring to isolate source quality from agent skill, enabling data-driven lead vendor decisions
- Built round-robin lead routing and live scoreboard infrastructure to manage call queue distribution across the agent pool
- Delivered daily After Action Review (AAR) email reports with source-level quality lift analysis, close rate benchmarks, and misleading source detection

#### Product & Vendor Partnerships

- Co-designed and facilitated the Guarantee Trust Life (GTL) partnership to launch a custom-tailored final expense insurance product -- managing product design, agent training, and go-to-market execution
- Established and managed vendor relationships with GIACT, ValidiFi, and Attention AI to improve policy place rates and enable call intelligence
- Drove evaluation and migration from GIACT to ValidiFi, improving bank verification reliability for policy placement

#### Technical Tooling Built

- Commission tracker & dashboard (TypeScript)
- Agent ramp tracker and attainment tracker
- License tracker and renewal monitoring system
- Coverage calculator and final expense product selector
- Coaching cadence web app with QA scoring

- Lead quality dashboard with Bayesian agent scoring
- Customer service portal for Luminary Life agents
- AI training video generator (Synthesia API integration)
- LISA Script step builder and CRM scripting engine

## Regional Sales Director / Sales Manager

**DigitalBGA** | May 2020 - March 2024

Scaled call center and field sales teams using a proprietary 3-Cog leadership framework focused on accountability, lift, and leadership development. Operated across multiple locations as part of a regional management role.

- Held the #1 revenue growth ranking month-over-month for 9-11 consecutive months as a Sales Manager, outperforming peer regions nationally
- Implemented an attendance SOP that drove attendance from 84% -> 97% across two locations, directly recovering lost revenue from agent absenteeism
- Built and replicated plug-and-play sales enablement toolkits for onboarding new call centers into company systems, compressing go-live timelines significantly
- Coached and developed frontline sales reps into sales managers and team leads -- consistently identifying high-potential performers and creating structured lift programs
- Facilitated call center onboarding at multiple locations, delivering training, scripting frameworks, and tech stack setup for rapid team activation

## SKILLS

### Sales Enablement & Operations

Sales Process Design . Onboarding Systems . Agent Ramp Programs . Call Center Operations . QA & Compliance . Coaching Cadences . Script Compliance . Lead Management . Vendor Management . KPI Design . Revenue Analytics . 3-Cog Leadership Framework

### Technology & Development

TypeScript . Python . JavaScript . C# . Vue.js . SQL . REST APIs . Puppeteer . n8n Workflow Automation . Apify . Twilio . Synthesia AI . Claude AI / LLM Prompt Engineering . Full-Stack Development

### Tools & Platforms

LISA CRM . Trainual . SureLC . ValidiFi . GIACT . Attention AI . Regal . InsuranceCallsDirect . Apify . n8n . JIRA . GitHub

## EDUCATION

High School Diploma

Self-Taught:

- AI Engineering & Prompt Engineering (Claude, GPT-4, Llama)
- Full-Stack Development (TypeScript, Python, JavaScript, C#, Vue.js)
- Workflow Automation (n8n, Apify, Puppeteer)
- Data Engineering & SQL

## NOTABLE ACHIEVEMENTS

Achievement	Impact
Created original LISA application	Founding CRM platform for Luminary Life; scaled in
Agent onboarding redesign	4 weeks -> 1 week ramp time (75% reduction)
Attendance SOP	84% -> 97% across 2 locations
#1 revenue growth	9-11 consecutive months as Sales Manager at Digita
GTL product launch	Custom final expense product co-designed and launc
Coaching cadence app	Director-level visibility into coaching patterns +
Lead quality analytics suite	Automated daily/weekly source quality + agent perf
ValidiFi / Attention AI integration	Improved policy place rates + real-time call compl