Jonathan Appleton

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Summary

I build the sales systems I spent twelve years wishing I had. As a senior sales engineer I carried a $5M+ annual book across roughly 5,000 accounts; since 2026 I have shipped prospecting pipelines, a CRM, and multi-model AI applications by directing AI coding agents. I know which automations a rep will use because I have been the rep.

What I've Built

Founder, Hardly Standard · May 2026 – Present · shipped by directing AI coding agents

- **FPI, sales-lead intelligence and pipeline platform.** Runs the prospecting workflow end to end: public-source research and enrichment produce candidate accounts, which are qualified into prospects, assigned to reps, and worked from a follow-up queue. Deterministic rules handle territory, ownership, deduplication, scoring, and prioritization, with model use limited to discovery and enrichment. The sales team adopted it as its pipeline tracker. Multi-tenant Python/FastAPI application on PostgreSQL (migrated from SQLite), with JWT authentication behind Cloudflare Zero Trust, nightly backups, and 500+ automated tests.
- **Hardly Standard CRM/ERP.** The system the company runs on: accounts, contacts, follow-ups, commercial engagements, and delivery workflows, plus a prospecting module that researches and queues candidate accounts. TypeScript on PostgreSQL, with an MCP server that lets AI agents read and update CRM records end to end and orchestration that coordinates their work.
- **Preplot, field-capture app for site surveys.** Offline-first progressive web app that captures rooms, photos, and site data on location, backs up to Cloudflare R2, and produces a client-facing PDF, an engineering page, and a CRM note. Its MCP server lets AI agents label photos and update survey records. Used on every site visit.
- **Ratherable, AI job-search platform.** Invite-only multi-user web app with per-workspace isolation, a metered multi-model Anthropic pipeline, an MCP server for users' own AI agents, and a Chrome extension.
- **Also shipped:** Endpaper (reading log, MCP server) and Awayfold (travel planning).

Experience

Account Manager, Force Tech · May 2026 – Present

- Built a prospecting pipeline in my first week, using web scraping and task automation, that produces four qualified leads per run.
- Reverse-engineered Odoo's quote and product import formats and built an import workflow that loads a full bill of materials into a quote in one pass, replacing line-by-line manual entry. My teammates now use it for their own quotes.
- Engineer design-build systems from discovery through specification, producing the drawings, markups, and bills of materials myself. Landed several from cold outreach.
- Administer the Odoo CRM while covering sales, project coordination, and vendor management on a three-person team.
- Close six-figure Kubernetes infrastructure deals end to end: technical discovery, cluster design, quote, vendor registration, and closed sale.
- Restarted the company's Ingram Micro distribution account and have closed substantially more managed IT deals than anyone else at the company.

Senior Sales Engineer & Neighborhood Leader, Sweetwater · 2014 – May 2026

- Carried a $5M+ annual book across roughly 5,000 active accounts, including Carvana, SPX, and Lockheed Martin; ranked a vendor partner's top salesperson four times.
- Led a neighborhood of about 15 sales engineers: held them to their metrics, coached them through problems, and stepped in on difficult customer situations.
- Owned account planning, forecasting, and pipeline management for the portfolio.

Lead Audio/Lighting Engineer & Venue Manager, Calhoun Street · 2014 – 2017 · doubled weekly event bookings.

Skills

- **Build:** Python, TypeScript, JavaScript, Node.js, SQL, FastAPI, PostgreSQL, MCP servers, multi-model LLM pipelines, AI coding agents, web scraping, task automation
- **Go-to-market:** prospecting systems, pipeline management, forecasting, CRM administration (Odoo), CRM APIs, full-cycle B2B sales

Education

Associate of Fine Arts, Computer Graphics, Ivy Tech Community College, 2011