

Rocky Bunker

SALES SYSTEMS & BUSINESS DEVELOPMENT LEADER

Executive Relationships | Strategic Partnerships | Agentic Orchestration

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Relationships create opportunity. Systems make success repeatable.

EXECUTIVE PROFILE

Sales systems and business development leader who has helped 150+ businesses through payment optimization, software development, automation, and consulting. Builds trusted relationships with owners, executives, investors, banks, and strategic partners; translates financial and technical complexity into clear business outcomes; and carries opportunities from discovery through delivery. Combines consultative selling with hands-on fluency across agentic orchestration, CRM integrations, and modern software platforms.

SELECTED IMPACT

150+ businesses supported | **30+** bank & ISO partnerships | **\$2M+** payment savings | **100%** website-client retention | **1,500+** reps trained

CORE CAPABILITIES

Sales Systems | Business Development | Executive Relationships | Strategic Partnerships | Consultative Sales | Client Retention | Account Strategy | Negotiation | Financial Analysis | Agentic Orchestration | Operations | Fluent Spanish

PROFESSIONAL EXPERIENCE

PayPro | Co-Founder & Vice President of Sales

2023 - Present

St. George, Utah | Remote

- Developed 30+ strategic relationships across banks and independent sales organizations (ISOs), expanding solution access and creating durable referral and delivery channels.
- Guide owners, executives, and investors through payment analysis, solution design, negotiation, implementation, and long-term account development across 8+ industries.
- Led a payment-optimization engagement for a high-volume e-commerce merchant that produced more than \$2M in first-year savings; owned the financial case, vendor negotiation, and executive decision process.

Haestus.dev | Founder

2024 - Present

St. George, Utah | Remote

- Lead an AI implementation agency delivering websites, custom software, dashboards, automation, agentic infrastructure, and consulting; maintain 100% retention among website clients.
- Grow existing client relationships through repeat engagements and reusable delivery systems that turn successful implementations into sustainable, repeatable projects.
- Selected work: Reading Opens Your World (education software), AEG Design (website/dashboard), Rivsolar (dashboard/mobile app), and growth sites for ProspectUT and Hartman Retirement.

ISR Studio / isrstudio.co | Founder

2022 - 2024

St. George, Utah | Remote

- Founded an independent UX/UI, branding, and web-development studio serving organizations from concept and identity through launch.
- Established the creative and client-delivery foundation later expanded through Haestus.dev.

Rise Energy | Sales Representative

2020 - 2023

Corona, California

- Selected from the field sales organization to lead training and enablement reaching 1,500+ representatives across the organization.
- Built customer trust through consultative selling, disciplined follow-through, and clear communication in a high-velocity field environment.

Westland Construction | Field Operations & Project Coordinator

2018 - 2020

Chicago, Illinois

- Coordinated field operations and cross-functional project workflows, strengthening accountability, communication, and customer delivery.

COMMUNITY & TOOLS

SANDBOX: Building a personal newsletter and implementation library for the agentic era - practical tools, cross-model workflows, strategic insights, real case studies, and Claude Code/Codex setup guidance.

AI & Delivery: Claude Code | Codex | AI Automation | Agentic Orchestration | Workflow Design

Development: Next.js | React | Supabase | Vercel | Cloudflare | Salesforce Integrations

Business & Design: Google Workspace | CRM Operations | Executive Presentations | Financial Analysis | Canva | Adobe Creative Cloud

EDUCATION & GLOBAL EXPERIENCE

Harvard Business School Online | Entrepreneurship Essentials - Certificate | 2022

International Service Mission | Cordoba, Argentina | 2016 - 2018 | Fluent Spanish