CORBEL · FRACTIONAL GTM & AI OPS

Russell Cole

Revenue systems and AI operations for early-stage and agtech companies. Remote-first. Give first, then paid work that moves the number.

Start free. Thursday AI live session (1:00–1:45 pm ET): cal.com/russell.cole/free-ai-session. Or ask for a free 1-page GTM or ops teardown — no obligation.

GTM Sprint

US$8–12K fixed · 4–6 weeks

- ICP, positioning, offer
- Pipeline + CRM set up to run
- Outbound plays + unit economics model
- Handoff playbook

AI Ops & Implementation

US$4–6K / month

- Airtable and CRM rollouts
- Automation scripting and AI agents
- Testing, adoption, upkeep

Fractional Head of Revenue

From US$6K / month

- Revenue plan and forecast
- Sales + customer success motions
- Hire and coach first reps

VC AI Readiness Sprint

US$2.5K · 2 weeks

- Deal-flow triage automation
- Portfolio update digests
- Optional retainer after

Proof

- Solo-founded AgXactly: raised outside capital, grew past US$40K MRR, acquired by Nighthawk Ag (2024)
- First sales exec at Unisource at 26; 4+ years senior customer success / account management
- SaaS implementations at AgXactly, Nighthawk and AIVA tech spin-ups; Airtable rollouts and automation scripting
- Builds working software with AI: github.com/russellcolevop · University of Waterloo, Honors Business/Communication
- HubSpot / Salesforce / Airtable certified
- Real client: Orillia Central Preschool — 390 hrs/year returned for the Executive Director after one week of setup

How it works

1. Free session or 30-min intro → 2. One-page scope, fixed price → 3. Build and run with weekly check-ins → 4. Hand off, or continue monthly.

“Russell did not sell us software. He sat with my team, learned how the work actually gets done, and then took the reporting and paperwork that ate my evenings and made it simple. He built it so we could keep

running it without him. That is the part I did not expect." — MaryAnn McLennan, Executive Director, Orillia Central Preschool

Contact: hello@corbelops.com · Book a 30-min intro: cal.com/russell.cole/systems-review · Free Thursday session: cal.com/russell.cole/free-ai-session · corbelops.com · linkedin.com/in/russellcole