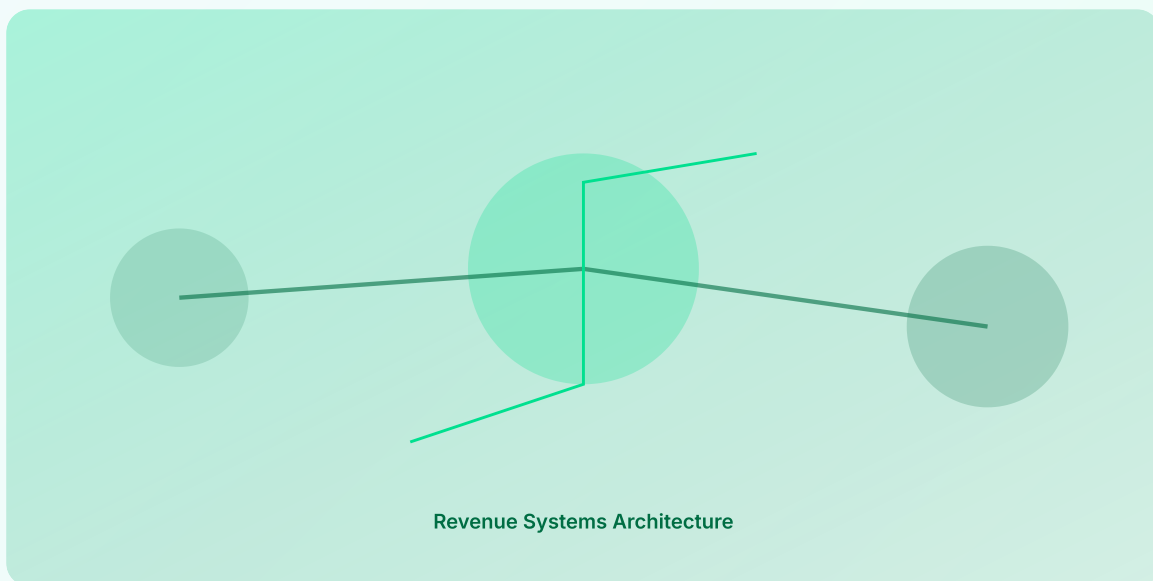


RevenueRoles.io

RevenueRoles Technical Revenue Taxonomy 2026

The Definitive Guide to Modern Revenue & Revenue-
Technical Careers



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Why RevenueRoles Exists

LinkedIn, Indeed, and Greenhouse taxonomies were not built for roles that did not exist three years ago. A posting for "GTM Engineer, AI Workflows" gets mis-bucketed as Sales Operations or Software Engineering—costing candidates discovery and employers qualified applicants.

RevenueRoles.io exists to own the classification layer for revenue-technical work. When we correctly tag a role as GTM Engineer instead of Sales Ops, both sides of the market learn to trust the platform first.

The Three-Part Gap

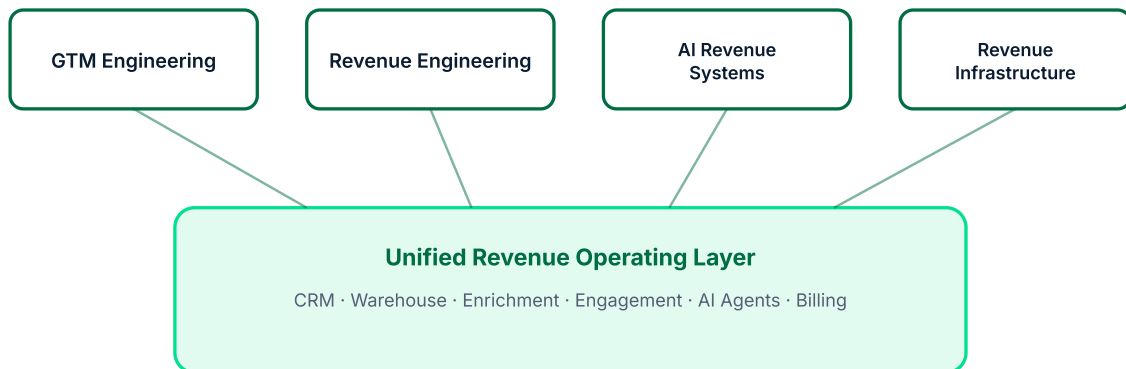
- **Taxonomy:** No incumbent distinguishes GTM Engineer, FDE, RevOps Engineer, and AI Sales Engineer as separate categories.
- **Early discovery:** Pre-board roles surface in founder networks days or weeks before LinkedIn indexes them.
- **Matching:** Semantic fit requires understanding hybrid technical+revenue skillsets—not keyword matching on "sales."

Owning this taxonomy is a structural moat. Anyone can build a job board; almost nobody has mapped this category space and built sourcing to match.

SECTION 02

What is Revenue Engineering

Revenue Engineering is the discipline of building and operating the technical systems that power commercial growth—from enrichment pipelines to AI agents to billing meters.



GTM Engineering

Internal automation and data systems connecting product signals to sales and marketing execution. Clay, dbt, LLM orchestration, and CRM schema at scale.

Revenue Engineering

The umbrella practice spanning GTM systems, RevOps data layers, lifecycle automation, and outbound infrastructure—unified by code-first thinking.

AI Revenue Systems

Agentic workflows embedded in the funnel: voice AI qualification, LLM research, eval-driven sales engineering, and implementation at enterprise scale.

Revenue Infrastructure

The durable platform layer—warehouse, CRM, engagement tools, billing, and observability—that all revenue-technical roles build upon or extend.

SECTION 03

Role Profiles

Fourteen distinct revenue-technical roles—each with responsibilities, stacks, compensation benchmarks, and career paths.

GTM Engineer

Build the revenue engine's internal operating system.

Overview

GTM Engineers design and maintain the automation, data, and AI systems that power outbound, enrichment, scoring, routing, and reporting across the commercial stack. They sit at the intersection of RevOps, data engineering, and applied AI—turning GTM strategy into reliable software.

Mission

Make revenue teams faster, smarter, and more consistent by replacing manual workflows with durable internal systems.

Key Responsibilities

- Own enrichment, scoring, and routing pipelines from raw lead to qualified opportunity
- Build Clay, dbt, SQL, and Python workflows that connect CRM, warehouse, and engagement tools
- Design LLM-assisted research, personalization, and classification automations
- Partner with sales and marketing leaders on funnel architecture and instrumentation
- Maintain data quality, observability, and documentation for GTM systems

A Day in the Life

COMPENSATION

\$127K–\$260K base (US); \$180K–\$260K+ with equity at top AI/SaaS firms

MARKET OUTLOOK

Fastest-growing revenue-technical role in the market—205% YoY posting growth (2024→2025). Demand accelerates as GTM stacks become code-first.

SIMILAR ROLES

RevOps Engineer
Growth Engineer
Revenue Architect

COMPANIES HIRING

Vercel Ramp OpenAI
Clay Notion Linear
Deel

ROLE SCORES

Difficulty		4/5
Demand		5/5
Revenue Impact		5/5
AI Exposure		5/5

- Debug a broken enrichment waterfall affecting SDR routing
- Ship a new dbt model for account-level intent scoring
- Prototype an LLM workflow for account research summaries
- Review CRM schema changes with RevOps and sales leadership
- Monitor pipeline health dashboards and alert thresholds

Automation
Exposure

 5/5

Core Skills

SQL and data modeling Workflow orchestration

CRM administration at scale

Python or TypeScript scripting

LLM prompt design and evaluation

Systems thinking across GTM

Technology Stack

Clay dbt Snowflake/BigQuery

Salesforce/HubSpot Python n8n/Inngest

OpenAI/Anthropic APIs

Career Progression

- RevOps Analyst → GTM Engineer → Senior GTM Engineer → Revenue Architect → VP Revenue Systems

Who Should Apply

Operators who love building systems more than running campaigns—comfortable in SQL, APIs, and automation platforms with strong commercial intuition.

Common Misconceptions

- *Not Sales Ops with a new title—this role builds production systems, not slide decks*
- *Not a generic software engineer—domain knowledge of GTM funnels is essential*

- *Not a one-person RevOps team—scope is systems architecture, not admin tickets*

Forward Deployed Engineer

Embed with customers to ship production revenue systems.

Overview

Forward Deployed Engineers (FDEs) work directly inside customer environments to design, integrate, and deploy technical solutions—often for AI platforms, data products, or complex SaaS. Roughly half their time is hands-on customer engineering; the rest is internal product feedback and reusable implementation patterns.

Mission

Accelerate time-to-value for strategic accounts by building bespoke integrations and production deployments that generic onboarding cannot deliver.

Key Responsibilities

- Embed with customers to scope, build, and deploy integrations and workflows
- Translate business requirements into technical architecture on tight timelines
- Debug production issues across APIs, auth, data pipelines, and agent systems
- Feed customer learnings back into product and implementation playbooks
- Partner with sales and CS on technical win conditions and expansion paths

A Day in the Life

COMPENSATION

**\$174K–\$235K+ base (US);
premium at AI infrastructure and
agent platform vendors**

MARKET OUTLOOK

Palantir-originated model now spreading across AI infra and agent companies. High demand wherever enterprise AI requires custom deployment.

SIMILAR ROLES

Solutions Engineer

AI Implementation Engineer

Customer Success Engineer

COMPANIES HIRING

Palantir OpenAI Anthropic

Databricks Scale AI

Cohere Harvey

ROLE SCORES

Difficulty		5/5
Demand		4/5
Revenue Impact		5/5
AI Exposure		4/5

- Whiteboard a customer deployment architecture with their engineering team
- Build a custom API integration for CRM or data warehouse sync
- Tune an agent workflow for a live customer pilot
- Document deployment patterns for the broader implementation team
- Join a QBR to align on technical roadmap and renewal risks

Automation
Exposure



3/5

Core Skills

Full-stack or backend engineering

Customer-facing communication

API design and integration

Rapid prototyping under ambiguity

Security and enterprise IT constraints

Technical project management

Technology Stack

TypeScript/Python

REST/GraphQL APIs

PostgreSQL

Docker

AWS/GCP

LangChain/LangGraph

Salesforce

Career Progression

- Solutions Engineer → Forward Deployed Engineer → Staff FDE → Head of Deployments → VP Professional Services

Who Should Apply

Engineers who thrive in customer context, enjoy ambiguous problem-solving, and can ship production code while managing stakeholder expectations.

Common Misconceptions

- *Not a pre-sales demo role—majority of time is building in customer environments*

- *Not consulting without code—shipping production systems is the core output*
- *Not interchangeable with Sales Engineering—deeper engineering autonomy and longer engagements*

AI Sales Engineer

Prove agentic products in live technical evaluations.

Overview

AI Sales Engineers specialize in demonstrating, scoping, and validating LLM and agent-based products during the sales cycle. They combine classic SE skills—discovery, demos, POC scoping—with prompt engineering, eval design, and hands-on integration work.

Mission

Turn complex AI capabilities into credible, repeatable proof points that accelerate enterprise deals.

Key Responsibilities

- Design and deliver technical demos of LLM and agent products
- Scope POCs with clear success criteria, data requirements, and timelines
- Build lightweight integrations for evaluation environments
- Educate buyers on AI limitations, security, and deployment realities
- Collaborate with product and engineering on competitive win/loss insights

A Day in the Life

- Customize a demo environment for a Fortune 500 evaluation
- Run a technical discovery call on data access and security requirements

COMPENSATION

\$140K–\$210K base + commission/OTE; top AI vendors reach \$280K+ OTE

MARKET OUTLOOK

Every AI-native vendor needs SEs who can demo working agents, not slide decks. Role volume growing faster than traditional SE hiring.

SIMILAR ROLES

Sales Engineer

Solutions Consultant

Forward Deployed Engineer

COMPANIES HIRING

OpenAI Anthropic Glean

Harvey Sierra Decagon

Cognition

ROLE SCORES

Difficulty		4/5
Demand		5/5
Revenue Impact		5/5
AI Exposure		5/5
Automation Exposure		3/5

- Draft a POC plan with eval metrics and acceptance criteria
- Pair with AEs on RFP responses and architecture diagrams
- Review new model releases for demo impact and talking points

Core Skills

Technical discovery and storytelling

Prompt engineering and eval literacy

API integration basics

Enterprise security vocabulary

POC project management

Competitive positioning

Technology Stack

OpenAI/Anthropic APIs

Python/Node

Postman

LangSmith/Braintrust

Salesforce

Demo sandboxes

RAG pipelines

Career Progression

- Sales Engineer → AI Sales Engineer → Principal AI SE → Director Solutions Engineering → VP Sales Engineering

Who Should Apply

Sales Engineers ready to go deep on LLMs—comfortable whiteboarding architecture, running live agent demos, and scoping eval-driven POCs.

Common Misconceptions

- *Not ML engineering—you enable sales with technical credibility, not train foundation models*
- *Not a prompt hobbyist—eval design and enterprise readiness matter as much as demos*
- *Not optional at AI companies—buyers expect live agent proof, not recorded walkthroughs*

RevOps Engineer

Engineer the data layer behind revenue operations.

Overview

RevOps Engineers bring software engineering discipline to revenue operations—owning CRM schema, warehouse models, integration health, and the pipelines that power forecasting, attribution, and funnel analytics. They replace spreadsheet-driven ops with tested, observable systems.

Mission

Create a trustworthy, scalable data foundation so GTM leaders can make decisions on facts—not exports and pivot tables.

Key Responsibilities

- Own CRM schema, object relationships, and field governance
- Build and maintain dbt models for funnel, pipeline, and attribution metrics
- Integrate marketing, sales, and finance systems via APIs and iPaaS
- Implement data quality checks, alerting, and lineage documentation
- Support GTM teams with self-serve reporting and metric definitions

A Day in the Life

- Fix a broken Marketo-to-Salesforce sync affecting lead routing

COMPENSATION

\$110K–\$180K base (US); senior ICs at high-growth SaaS reach \$210K+

MARKET OUTLOOK

Bridge role as RevOps teams adopt the data-stack tooling GTM Engineers pioneered. Steady demand across mid-market and enterprise SaaS.

SIMILAR ROLES

- GTM Engineer
- RevOps Manager
- Data Analyst

COMPANIES HIRING

- | | | |
|-----------|---------|-------|
| Snowflake | HubSpot | |
| Atlassian | MongoDB | |
| Datadog | Figma | Canva |

ROLE SCORES

Difficulty		3/5
Demand		4/5
Revenue Impact		4/5
AI Exposure		3/5
Automation Exposure		4/5

- Ship a new pipeline snapshot model for board reporting
- Review field creation requests for CRM hygiene impact
- Build a dashboard for CRO weekly business review
- Pair with GTM Engineer on shared enrichment tables

Core Skills

CRM deep administration

SQL and dimensional modeling

Integration middleware (Workato, Tray, Zapier)

Metric design and governance

Basic scripting for automation

Cross-functional stakeholder management

Technology Stack

Salesforce/HubSpot

dbt

Snowflake/BigQuery

Fivetran/Hightouch

Looker/Metabase

Python

Git

Career Progression

- RevOps Analyst → RevOps Engineer → Senior RevOps Engineer → Revenue Architect → VP RevOps

Who Should Apply

RevOps professionals ready to code—or data engineers who want commercial impact. Ideal for people who care about schema design as much as strategy.

Common Misconceptions

- *Not a RevOps Manager who also runs reports—engineering rigor on the data layer is the differentiator*
- *Not a BI analyst—owns pipelines and schema, not just dashboards*

- *Not interchangeable with IT—deep GTM process knowledge required*

Revenue Architect

Design the operating system for commercial growth.

Overview

Revenue Architects are senior systems designers who define how data, process, and tooling flow across the entire GTM organization. They emerge when companies have multiple GTM Engineers and need a single owner for cross-functional revenue architecture—not individual workflows.

Mission

Align GTM systems with business strategy so scaling revenue does not collapse into tool sprawl and conflicting metrics.

Key Responsibilities

- Define target-state architecture for CRM, warehouse, engagement, and AI layers
- Set standards for taxonomy, routing, attribution, and forecasting models
- Lead cross-functional initiatives spanning sales, marketing, CS, and finance
- Evaluate build-vs-buy decisions for GTM tooling
- Mentor GTM and RevOps engineers on system design patterns

A Day in the Life

→ Facilitate architecture review for a new product-led motion

COMPENSATION

\$180K–\$260K+ base with significant equity at growth-stage companies

MARKET OUTLOOK

Emerging title as companies accumulate GTM engineering headcount. High leverage, low volume—typically one per \$100M+ ARR org.

SIMILAR ROLES

VP RevOps GTM Engineer

Enterprise Architect

COMPANIES HIRING

Stripe Databricks

Snowflake Figma Notion

Ramp Anthropic

ROLE SCORES

Difficulty		5/5
Demand		3/5
Revenue Impact		5/5
AI Exposure		4/5
Automation Exposure		4/5

- Draft a multi-year GTM systems roadmap for the CRO
- Resolve metric definition conflicts between marketing and sales
- Assess a vendor RFP against existing stack constraints
- Review system changes for security, scalability, and operability

Core Skills

Enterprise architecture thinking

Executive communication

Deep GTM domain expertise

Vendor and build-vs-buy evaluation

Change management

Technical leadership

Technology Stack

Salesforce

Snowflake/dbt

Segment/Rudderstack

Clay

Engagement platforms

BI layer

AI orchestration

Career Progression

- Senior GTM Engineer → Revenue Architect → Staff/Principal Revenue Architect → VP Revenue Systems → CRO office

Who Should Apply

Staff-level GTM or RevOps leaders who think in systems, influence executives, and have shipped multiple cross-functional revenue initiatives.

Common Misconceptions

- *Not VP RevOps with a rebrand—deep technical architecture ownership is required*
- *Not a strategy consultant—accountable for system outcomes, not slide recommendations*
- *Not hired before you have GTM engineers—role appears at system complexity inflection points*

Customer Success Engineer

Technical ownership of post-sale adoption and expansion.

Overview

Customer Success Engineers combine CS relationship skills with hands-on technical work—implementing integrations, debugging API issues, building health-score automations, and ensuring complex products deliver measurable value after the sale.

Mission

Reduce churn and unlock expansion by making customers technically successful, not just commercially engaged.

Key Responsibilities

- Lead technical onboarding and integration for new accounts
- Debug product issues spanning APIs, webhooks, and data sync
- Build customer-specific automations and health monitoring
- Partner with CSMs on renewal and expansion technical requirements
- Create reusable playbooks from high-touch customer work

A Day in the Life

- Join an onboarding kickoff to scope integration milestones
- Triage a production API error affecting a key account

COMPENSATION

\$120K–\$190K base (US); AI/API products pay toward the top of range

MARKET OUTLOOK

Growing as AI and API products require technical hand-holding post-sale. Distinct from relationship-only CSM roles.

SIMILAR ROLES

Implementation Manager
Solutions Architect
Technical Account Manager

COMPANIES HIRING

Twilio Segment Stripe
Plaid LaunchDarkly
Vercel WorkOS

ROLE SCORES

Difficulty		3/5
Demand		4/5
Revenue Impact		4/5
AI Exposure		3/5
Automation Exposure		3/5

- Build a usage dashboard tied to customer success criteria
- Prepare technical readiness review before renewal
- Document a workaround while engineering ships a permanent fix

Core Skills

API troubleshooting Customer communication
Integration architecture SQL for usage analytics
Technical project management
Product feedback synthesis

Technology Stack

REST/GraphQL APIs Postman Salesforce/HubSpot
Gainsight/ChurnZero Python/JS scripts
Datadog/Sentry SQL

Career Progression

- Support Engineer → CS Engineer → Senior CS Engineer → Head of Technical CS → VP Customer Success

Who Should Apply

Technically minded CS or support professionals—or SEs who prefer post-sale impact. Thrive when customer outcomes depend on working integrations.

Common Misconceptions

- *Not tier-1 support—owns strategic account technical outcomes*
- *Not a CSM who escalates tickets—writes scripts and fixes integrations directly*
- *Not pre-sales—focused on retention, adoption, and expansion readiness*

Growth Engineer

Code the loops that drive acquisition and activation.

Overview

Growth Engineers apply product engineering to growth metrics—building experiments, onboarding flows, referral systems, and instrumentation that move signup, activation, and retention curves. They sit close to product and marketing with a bias toward shipping measurable changes.

Mission

Turn growth hypotheses into shipped experiments with rigorous measurement and durable product improvements.

Key Responsibilities

- Build and analyze A/B tests across signup, onboarding, and paywalls
- Implement event tracking and experimentation infrastructure
- Ship features that improve activation and retention loops
- Partner with marketing on PLG and self-serve conversion paths
- Maintain growth dashboards and experiment documentation

A Day in the Life

→ Launch an onboarding variant test with updated event taxonomy

COMPENSATION

\$100K–\$230K base (US); PLG companies at scale offer \$170K–\$230K for senior ICs

MARKET OUTLOOK

Stable demand at PLG companies. Converging with Lifecycle Engineer at mature orgs but remains experimentation-focused.

SIMILAR ROLES

Product Engineer

Lifecycle Engineer

Marketing Technologist

COMPANIES HIRING

Notion Figma Canva

Linear Loom Cal.com

PostHog

ROLE SCORES

Difficulty		3/5
Demand		4/5
Revenue Impact		4/5
AI Exposure		3/5
Automation Exposure		4/5

- Debug a drop in activation tied to a recent deploy
- Ship a referral or invite flow with backend attribution
- Review experiment results with growth and product leads
- Optimize landing page performance and form conversion

Core Skills

Frontend and full-stack development

Experiment design and statistics basics

Analytics instrumentation

SQL for funnel analysis

UX sensibility for conversion

Cross-functional collaboration

Technology Stack

React/Next.js

Amplitude/Mixpanel

Optimizely/Statsig

Segment

PostgreSQL

Redis

Feature flags

Career Progression

- Product Engineer → Growth Engineer → Senior Growth Engineer → Head of Growth Engineering → VP Growth

Who Should Apply

Product-minded engineers obsessed with metrics and iteration—comfortable owning outcomes from hypothesis to shipped code.

Common Misconceptions

- *Not marketing ops—writes production code, not campaign configs*
- *Not growth hacking—emphasis on rigorous experimentation and infrastructure*
- *Not only frontend—often owns backend attribution and billing edge cases*

Lifecycle Engineer

Automate personalized journeys across the customer lifecycle.

Overview

Lifecycle Engineers own the code-level systems behind triggered messaging, segmentation, and personalization—from trial nurture to expansion and win-back. They go beyond campaign execution in marketing automation tools to build durable journey logic and data pipelines.

Mission

Deliver the right message to the right user at the right time through reliable, measurable automation systems.

Key Responsibilities

- Design event-driven lifecycle triggers across product and marketing systems
- Build segmentation logic using product usage and firmographic data
- Integrate email, in-app, SMS, and sales alerts into unified journeys
- Monitor deliverability, frequency caps, and journey performance
- Partner with marketing and CS on lifecycle strategy and content ops

A Day in the Life

- Add a new behavioral trigger for trial users hitting activation milestones
- Fix a sync delay between product events and marketing automation

COMPENSATION

\$100K–\$170K base (US); senior roles at PLG companies reach \$190K+

MARKET OUTLOOK

Growing as PLG companies replace manual lifecycle ops with engineered systems. Often paired with Growth Engineer at smaller scale.

SIMILAR ROLES

Growth Engineer

Marketing Ops CRM Manager

COMPANIES HIRING

HubSpot Intercom Notion

Airtable Webflow Gong

Amplitude

ROLE SCORES

Difficulty		3/5
Demand		4/5
Revenue Impact		3/5
AI Exposure		3/5
Automation Exposure		5/5

- Build a dynamic content block fed by warehouse segments
- Analyze journey conversion and pause underperforming branches
- Document lifecycle taxonomy for cross-team alignment

Core Skills

Marketing automation platforms

Event-driven architecture

SQL and audience building

Email and in-app messaging best practices

API integrations

Lifecycle analytics

Technology Stack

Customer.io/Braze/Iterable

Segment/Rudderstack

dbt

Salesforce/HubSpot

Liquid templating

Python

Reverse ETL

Career Progression

- Marketing Ops → Lifecycle Engineer → Senior Lifecycle Engineer → Head of Lifecycle → VP Marketing Ops

Who Should Apply

Marketing technologists who want to code—or engineers who enjoy messaging, segmentation, and customer journey design.

Common Misconceptions

- *Not an email marketer—builds systems and logic, not copy*
- *Not HubSpot-only admin—requires pipeline and event architecture skills*
- *Not interchangeable with Demand Gen—focus is owned journeys, not paid acquisition*

Demand Generation Engineer

Engineer inbound and paid demand systems at scale.

Overview

Demand Generation Engineers build the technical infrastructure for inbound lead capture, attribution, landing page systems, and paid media operations—connecting ad platforms, forms, CRM, and analytics into measurable demand engines.

Mission

Make demand generation measurable, repeatable, and efficient through integrated technical systems.

Key Responsibilities

- Own landing page infrastructure, forms, and conversion tracking
- Build attribution models connecting paid, organic, and event channels
- Integrate ad platforms with CRM and warehouse for closed-loop reporting
- Automate lead routing and SLA workflows for inbound demand
- Support campaign ops with technical QA and experimentation tooling

A Day in the Life

- Deploy a new landing page template with proper UTM and pixel tracking
- Debug a LinkedIn lead gen form sync to Salesforce

COMPENSATION

\$95K–\$160K base (US);
technical demand roles at B2B
SaaS reach \$175K+

MARKET OUTLOOK

Steady demand as inbound and ABM programs require tighter martech integration. Complements Outbound Systems Engineer in full-funnel orgs.

SIMILAR ROLES

Marketing Ops
Growth Engineer
Outbound Systems Engineer

COMPANIES HIRING

Gong 6sense
Demandbase Drift Mutiny
Clearbit ZoomInfo

ROLE SCORES

Difficulty		3/5
Demand		3/5
Revenue Impact		4/5
AI Exposure		2/5

- Build a dashboard for cost-per-SQL by channel
- Configure a new paid campaign tracking taxonomy
- Partner with content on webinar registration and nurture triggers

Automation
Exposure

 4/5

Core Skills

Web analytics and tag management

Paid media platform APIs

CRM integration

Landing page development

Attribution modeling basics

Marketing operations

Technology Stack

Google Tag Manager

Google/Meta/LinkedIn Ads

Webflow/Next.js

Salesforce/HubSpot

Marketo/Pardot

Snowflake

Looker

Career Progression

- Demand Gen Manager → Demand Gen Engineer → Senior Demand Gen Engineer → Director Demand Gen → VP Marketing

Who Should Apply

Demand gen operators with technical chops—or web engineers who want marketing impact. Detail-oriented about tracking and data integrity.

Common Misconceptions

- *Not a media buyer—owns systems and measurement, not ad creative strategy alone*
- *Not MarTech IT—requires demand gen domain knowledge*
- *Not optional tracking setup—accountable for attribution accuracy*

Outbound Systems Engineer

Industrialize prospecting with data pipelines and sequencing logic.

Overview

Outbound Systems Engineers build and maintain the infrastructure behind modern outbound—enrichment pipelines, scraping systems, sequencing logic, deliverability monitoring, and warmup automation. They replace manual SDR research with reliable, compliant data engines.

Mission

Enable outbound teams to focus on conversations while systems handle research, enrichment, routing, and deliverability.

Key Responsibilities

- Build enrichment and scraping pipelines for account and contact data
- Own email sequencing infrastructure, domains, and warmup systems
- Implement routing logic from signal to SDR/AE assignment
- Monitor bounce rates, spam scores, and inbox placement
- Partner with GTM Engineers on shared Clay/dbt workflows

A Day in the Life

- Tune an enrichment waterfall for a new ICP segment
- Rotate domains and inboxes in a warmup pool

COMPENSATION

\$95K–\$160K base (US); overlaps with GTM Engineer comp at senior levels (\$180K+)

MARKET OUTLOOK

Exploding as outbound industrializes—manual research replaced by pipelines. Often the first GTM engineering hire at outbound-heavy companies.

SIMILAR ROLES

- GTM Engineer
- Demand Gen Engineer
- SDR Manager

COMPANIES HIRING

- | | | |
|-----------|------|----------|
| Ramp | Clay | Outreach |
| Salesloft | 11x | Artisan |
| Regie.ai | | |

ROLE SCORES

- | | | |
|----------------|------------------------|-----|
| Difficulty | <div><div></div></div> | 3/5 |
| Demand | <div><div></div></div> | 4/5 |
| Revenue Impact | <div><div></div></div> | 4/5 |
| AI Exposure | <div><div></div></div> | 4/5 |

- Debug a sequencer API rate limit affecting daily sends
- Build a signal trigger from funding news to outbound queue
- Review compliance settings for CAN-SPAM and GDPR outreach

Automation
Exposure

 5/5

Core Skills

Data enrichment and scraping

Email deliverability

Workflow automation

SQL and list logic

API integration

GTM compliance awareness

Technology Stack

Clay

Apollo/ZoomInfo

Smartlead/Instantly/Lemlist

Python

Salesforce

n8n

Postmaster tools

Career Progression

- SDR → Outbound Systems Engineer → Senior Outbound Engineer → GTM Engineer → Revenue Architect

Who Should Apply

Former top-performing SDRs or RevOps builders who love systems—comfortable with APIs, data vendors, and deliverability mechanics.

Common Misconceptions

- *Not an SDR manager—builds systems, does not coach call scripts*
- *Not a spam operator—deliverability and compliance are core competencies*
- *Not just Clay tricks—requires production pipeline thinking*

Voice AI Revenue Engineer

Deploy conversational agents across the revenue funnel.

Overview

Voice AI Revenue Engineers design, build, and optimize AI voice and chat agents for qualification, scheduling, support, and low-ACV sales motions. They work with platforms like Bland, Vapi, and Retell while integrating CRM, telephony, and analytics.

Mission

Make AI conversations a reliable revenue channel—not a demo gimmick—through tuning, monitoring, and systems integration.

Key Responsibilities

- Build and deploy voice/chat agents for inbound and outbound flows
- Tune prompts, latency, fallback paths, and handoff to humans
- Integrate agents with CRM, calendars, and payment systems
- Monitor conversation quality, conversion, and compliance
- Experiment with new models and telephony providers

A Day in the Life

- Review call transcripts and refine agent prompt branches
- Fix a telephony webhook dropping CRM logging

COMPENSATION

\$110K–\$190K base (US); agent-native startups offer equity-heavy packages

MARKET OUTLOOK

Voice AI moving from novelty to default for SMB/PLG sales and support. One of the fastest-emerging revenue-technical specialties.

SIMILAR ROLES

- GTM Engineer
- AI Sales Engineer
- Conversational AI Engineer

COMPANIES HIRING

- | | | |
|----------|--------|-----------|
| Bland AI | Vapi | Retell AI |
| Sierra | PolyAI | Replicant |
| 11x | | |

ROLE SCORES

Difficulty		4/5
Demand		4/5
Revenue Impact		4/5
AI Exposure		5/5
Automation Exposure		5/5

- A/B test opening scripts for meeting book rate
- Configure a new vertical playbook for SMB inbound
- Dashboard agent KPIs: containment, conversion, CSAT

Core Skills

Voice AI platform configuration

Prompt engineering for conversation

Telephony and webhook integration

Conversation analytics

CRM automation

Compliance (TCPA, recording consent)

Technology Stack

Bland/Vapi/Retell

Twilio

OpenAI Realtime/Whisper

Salesforce/HubSpot

Cal.com/Calendly

Python

LangSmith

Career Progression

- Conversational AI Developer → Voice AI Revenue Engineer → Senior Voice AI Engineer → Head of AI GTM → VP Revenue Innovation

Who Should Apply

Builders fascinated by real-time AI conversations—blend of prompt craft, integrations, and revenue metrics.

Common Misconceptions

- *Not a call center manager—builds and tunes agent systems*
- *Not generic NLP research—focused on production conversation outcomes*
- *Not plug-and-play—requires ongoing tuning like any revenue channel*

Pricing & Monetization Engineer

Engineer metering, billing, and pricing experimentation infrastructure.

Overview

Pricing & Monetization Engineers build the technical systems behind usage-based pricing—event metering, billing pipelines, entitlement logic, and pricing experiment frameworks. Critical as AI products shift from seat-based to consumption models.

Mission

Make pricing models technically executable, auditable, and experiment-ready without breaking finance or product trust.

Key Responsibilities

- Build usage metering and event ingestion for billable actions
- Integrate billing providers with product entitlements and CRM
- Implement pricing experiment flags and cohort analysis
- Partner with finance on revenue recognition and invoice accuracy
- Document pricing logic for sales, CS, and support teams

A Day in the Life

- Add a new metered dimension for API token consumption
- Debug a mismatch between usage events and Stripe invoices

COMPENSATION

\$130K–\$200K base (US); AI SaaS with usage pricing pays premium

MARKET OUTLOOK

Usage-based pricing is default for AI products—metering is a genuine engineering discipline, not a finance afterthought.

SIMILAR ROLES

FinOps Engineer
Product Manager
Backend Engineer

COMPANIES HIRING

Stripe OpenAI Snowflake
Datadog Twilio Vercel
MongoDB

ROLE SCORES

Difficulty		4/5
Demand		4/5
Revenue Impact		5/5
AI Exposure		2/5
Automation Exposure		3/5

- Ship a feature flag for a new pricing tier experiment
- Build a dashboard for unit economics by customer segment
- Review a enterprise custom pricing deal's technical feasibility

Core Skills

Event-driven billing architecture

Stripe/Chargebee/Recurly integration

SQL for usage analytics

Feature flag systems

Finance collaboration

Product pricing strategy basics

Technology Stack

Stripe Billing/Metronome/Orb

Kafka/Segment

PostgreSQL

dbt

LaunchDarkly

Salesforce CPQ

Python/Go

Career Progression

- Billing Engineer → Pricing Engineer → Senior Monetization Engineer → Head of Monetization → VP Finance Systems

Who Should Apply

Engineers who enjoy fuzzy boundary problems between product, finance, and data—precise about numbers and systems.

Common Misconceptions

- *Not a finance analyst—builds production billing systems*
- *Not Stripe admin—owns event pipelines and entitlement logic*
- *Not product marketing—technical owner of pricing execution*

AI Implementation Engineer

Operationalize AI products inside enterprise customer environments.

Overview

AI Implementation Engineers deploy AI products at enterprise customers using defined playbooks—data connection, security review, pilot configuration, and rollout. Adjacent to Forward Deployed Engineers but typically more playbook-driven with lower autonomy per engagement.

Mission

Close the deployment bottleneck for enterprise AI vendors by delivering repeatable, high-quality implementations on schedule.

Key Responsibilities

- Execute implementation playbooks for data ingest, auth, and configuration
- Configure models, prompts, and guardrails per customer requirements
- Coordinate with customer IT on security, SSO, and network policies
- Train customer champions and document runbooks
- Escalate product gaps and feed templates back to the implementation team

A Day in the Life

- Kick off a 6-week enterprise deployment with a mutual success plan

COMPENSATION

\$100K–\$160K base (US);
enterprise AI vendors reach
\$180K+ for senior ICs

MARKET OUTLOOK

Every enterprise AI vendor faces a deployment bottleneck—this role exists to absorb it. High volume, growing fast through 2026–2028.

SIMILAR ROLES

Forward Deployed Engineer

Implementation Manager

Solutions Consultant

COMPANIES HIRING

OpenAI Anthropic C3.ai

DataRobot Hebbia Writer

Moveworks

ROLE SCORES

Difficulty		3/5
Demand		5/5
Revenue Impact		4/5
AI Exposure		5/5
Automation Exposure		2/5

- Connect customer data sources via approved integration patterns
- Run UAT sessions with customer power users
- Fix configuration issues blocking go-live
- Hand off to CS with health metrics and known limitations documented

Core Skills

- Technical project delivery
- Enterprise IT navigation
- AI product configuration
- Documentation and training
- Stakeholder management
- Basic scripting for migrations

Technology Stack

- Vendor AI platforms
- SSO/SAML
- ETL tools
- PostgreSQL
- Python
- Jira/Linear
- Notion/Confluence

Career Progression

- Implementation Consultant → AI Implementation Engineer → Senior Implementation Engineer → Head of Professional Services → VP Customer Delivery

Who Should Apply

Consultants or CS engineers who want deeper AI product work—or engineers who prefer structured deployments over open-ended FDE scope.

Common Misconceptions

- *Not generic IT project management—requires AI product fluency*
- *Not FDE—more playbook, less bespoke engineering per account*
- *Not post-sales support—focused on initial deployment success*

Partner Engineer

Build the technical fabric of partner ecosystems.

Overview

Partner Engineers create integrations, enablement tooling, and co-sell infrastructure for channel and marketplace motions—think Salesforce AppExchange-style ecosystems, ISV partnerships, and reseller technical enablement.

Mission

Make partner channels technically viable so co-sell and marketplace revenue scales without one-off engineering fire drills.

Key Responsibilities

- Build and maintain partner-facing APIs and integration templates
- Create technical enablement assets, sandboxes, and certification paths
- Support partners through integration reviews and launch checklists
- Instrument co-sell workflows between partner CRM and internal systems
- Collaborate with BD on partner pipeline and technical readiness

A Day in the Life

- Review a partner's OAuth integration for marketplace certification
- Build a co-sell referral webhook into Salesforce

COMPENSATION

\$110K–\$235K base (US); marketplace-heavy platforms pay toward upper range

MARKET OUTLOOK

Marketplaces and co-sell motions are now core GTM channels—technical owners are increasingly mandatory, not optional.

SIMILAR ROLES

- Developer Relations Engineer
- Partnerships Manager
- Solutions Architect

COMPANIES HIRING

- Salesforce HubSpot
- Stripe Twilio Shopify
- Snowflake Databricks

ROLE SCORES

Difficulty		3/5
Demand		3/5
Revenue Impact		4/5
AI Exposure		2/5
Automation Exposure		3/5

- Update sandbox environments for a partner launch event
- Triage partner support tickets on API rate limits
- Document a new marketplace listing technical requirements

Core Skills

API design and OAuth flows

Partner ecosystem strategy

Technical documentation

Integration certification processes

Developer relations sensibility

Cross-company collaboration

Technology Stack

REST/GraphQL APIs

OAuth 2.0

Salesforce AppExchange

AWS/GCP marketplace

Postman

OpenAPI

HubSpot partner portals

Career Progression

- Solutions Engineer → Partner Engineer → Senior Partner Engineer → Head of Partner Engineering → VP Partnerships

Who Should Apply

Engineers who enjoy external collaboration—half technologist, half ecosystem builder—with patience for multi-company projects.

Common Misconceptions

- *Not a BD/partnerships role without code—builds integrations and enablement systems*
- *Not internal-only engineering—external partners are primary users*
- *Not a one-time integration project—ongoing ecosystem maintenance*

Career Maps

Sales Track: SDR → SE → AI SE → Revenue Architect → VP



Individual contributors on the sales track increasingly require technical depth—especially AI fluency—before reaching architecture and leadership roles.

Operations Track: RevOps → GTM Engineer → Revenue Architect



RevOps professionals who adopt data-stack tooling naturally progress into GTM Engineering and system design roles.

Skills Matrix

Cross-role capability comparison across all fourteen taxonomy roles.

Capability	GTM	Forward	AI	RevOps	Revenue	Customer	Growth	Lifecycle	Demand	Outbound	Voice	Pricing	AI	Partner
SQL / Data	●	○	○	●	○	●	●	●	●	●	○	●	○	○
API Integration	●	●	●	●	○	●	○	●	●	●	●	○	○	●
CRM Depth	●	●	●	●	●	●	○	●	●	●	●	●	○	●
LLM / AI	●	●	●	○	●	○	○	○	○	●	●	○	●	○
Customer Facing	○	●	●	○	○	●	○	○	○	○	●	○	●	●
Code-First	●	○	○	●	●	○	●	●	●	●	●	○	○	○

Technology Stack Guide

Data Layer

- Snowflake / BigQuery
- dbt
- Fivetran / Hightouch
- pgvector

CRM & Engagement

- Salesforce / HubSpot
- Outreach / Salesloft
- Clay
- Customer.io / Braze

AI & Automation

- OpenAI / Anthropic APIs
- LangChain / Inngest
- Voice: Vapi / Bland
- Eval: LangSmith

Outbound

- Apollo / ZoomInfo
- Smartlead / Instantly
- Python scrapers
- Domain warmup tools

Product & Growth

- Next.js / React
- Amplitude / PostHog
- Statsig / LaunchDarkly
- Segment

Monetization

- Stripe Billing
- Metronome / Orb
- Usage event pipelines
- Salesforce CPQ

Industry Trends

- **GTM Engineer growth:** 205% YoY posting growth (2024→2025)—fastest-growing revenue-technical role.
- **AI-native SE:** Every AI vendor needs engineers who demo working agents, not slides.
- **Outbound industrialization:** Manual SDR research replaced by enrichment pipelines and sequencing systems.
- **Usage-based pricing:** AI products default to consumption models—metering is engineering work.
- **Voice AI default:** Conversational agents moving from novelty to standard SMB/PLG channel.
- **Taxonomy moat:** Correct classification beats volume aggregation for niche technical revenue hiring.

Companies Hiring

Organizations actively hiring across the revenue-technical taxonomy in 2026:

Vercel	Ramp	OpenAI	Anthropic
Clay	Stripe	Snowflake	Databricks
Notion	Linear	HubSpot	Twilio
Gong	Figma	Deel	Palantir

Future of Revenue Careers

Revenue-technical roles will continue blending software engineering with commercial outcomes. Three predictions for 2026–2028:

1. **Classification becomes infrastructure:** Companies will expect job platforms to understand GTM Engineer vs RevOps vs SE—not candidates explaining their own category.
2. **AI fluency is baseline:** Prompt design, eval literacy, and agent orchestration become table stakes across SE, GTM, and CS engineering roles.
3. **Architecture roles emerge:** Revenue Architect becomes standard once orgs employ 2+ GTM engineers and need unified system ownership.

Niche category dominance within revenue-tech roles is achievable with disciplined taxonomy and sourcing. Broad LinkedIn-competing job boards are not the goal—correctness and early discovery are.

ABOUT

About RevenueRoles

RevenueRoles.io is the infrastructure layer for technical GTM hiring—combining proprietary taxonomy classification, early job discovery, and semantic matching for revenue-technical professionals.

We poll 45,000+ career page endpoints, classify roles with LLM-assisted taxonomy tagging, and surface opportunities days or weeks before mainstream boards.

Explore Verified Revenue-Technical Roles

Browse jobs classified by the taxonomy in this guide—not generic ATS buckets.

<https://revenueroles.io/jobs>