

## **Professional Summary**

Strategic Revenue Operations leader with 7 years of experience in scaling high-growth SaaS engines. Expert in designing and optimizing CRM architecture, developing revenue data models, and implementing cross-functional operations that enable predictable, rapid growth with scalable go-to-market execution. Proven track record of aligning sales, marketing, and customer success teams to maximize bottom line revenue.

## **Technical Stack**

CRMs: HubSpot (Expert Admin), Salesforce (Admin/UAT), Zendesk

Operations: Stripe, Twilio, Advanced Excel, Salesloft, Outreach, Clari, Orum

Specialties: Data Migration, TAM Mapping, Data keying and aggregation, Lead Scoring Automation, Commission Modeling

## **Experience**

2023 - Current

StoneEagle

Revenue Operations Manager

- Orchestrated a HubSpot to Salesforce migration within a single quarter, ensuring 100% data integrity and zero stakeholder disruption during the transition.
- Architects and manages the global sales stack, including the design of custom product back-end integrations to ensure data availability and continuity.
- Increases sales funnel velocity, reducing average cycle time by 22% through the implementation of automated lead routing, lead scoring, and drag mitigation.
- Expands Total Addressable Market (TAM) visibility by identifying and mapping 2,000+ unknown locations across the top 150 national dealer networks via automated processes.
- Directs weekly sales strategy meetings and serves as a trusted advisor to leadership, utilizing custom business intelligence to guide hiring, performance metrics, and territory management.
- Owns CRM-based infrastructure across the business silos, including the creation of automated email sequences and customized tech-stacks.

2021 - 2022

Overjet.ai

Sales Operations Manager

- Built Revenue Operations infrastructure from nil to support an explosive 6,100% YoY growth in new customer contracts while managing the global tech stack and HubSpot ecosystem.
- Architected the Single Source of Truth for revenue record-keeping, ensuring 100% data accuracy for executive leadership and Board of Directors reporting.
- Engineered and managed end-to-end revenue processes, including billing and invoicing via Stripe, commissions, renewals, and a proactive "at-risk" customer retention program.
- Cross-functionally aligned the business on data governance, global contract management, and results-driven KPIs to unify the revenue ecosystem.

2020 - 2021

Jaggaer

Global Renewals Operations Manager

- Directed global renewal operations by leading an inside sales team to ensure timely closures and gross retention through rigorous prioritization and accountability.
- Engineered high-accuracy forecasting and reporting for bookings and churn, presenting insightful and critical business intelligence directly to the executive leadership team.
- Eliminated revenue leakage by launching a comprehensive audit program and designing standardized at-risk renewal processes and playbooks.
- Owned technical data and systems integrity by designing Salesforce hygiene protocols and managing UAT script authoring for large-scale CRM rollout projects.

#### **EDUCATION AND CERTIFICATIONS**

- University of North Carolina at Pembroke - Pembroke, NC
  - Bachelors of Science in Business Administration, Finance