

Reputation.com • San Ramon, CA

December 2023 – Present

VP Sales Operations & Strategy

- Led restructure of the sales organization, resulting in a 20% cost reduction while improving quota coverage by 17%
- Reduced vendor spend by 35% while increasing adoption of existing vendors by 70%+ & SDR effectiveness by 200%
- Created & enforced new processes for opportunity tracking, forecasting, and pipeline effectiveness, resulting in a 29% YoY improvement on NewCo attainment
- Built & deployed company's sales performance management with a corresponding sales enablement play
- Deployed updated sales methodologies, playbooks, and ABM processes and tools, increasing win rates by 120%
- Clean up business data to drive first-time understanding of NewCo & Expansion issues which caused 11 consecutive quarters of missed targets

Head of Operations, RevOps Council Leader • GTM Leader Society • San Francisco, CA

May 2023 – Present

- Led segmentation and targeting of 1,800 accounts & 18,000 individuals for sponsorship, attendance, and speakers
- Built GTM tech infrastructure to expand the executive community programmatically
- Lead RevOps council, organizing events for RevOps leaders to network, and discuss innovation & industry trends

Fractional RevOps Leader • San Francisco, CA

March 2023 – Present

- Clients include Reputation.com, Position2, 1440.io, Marlin Equity
- Provide sales planning, GTM strategy (segmentation, international expansion, territory design, messaging, and channel), and turnaround support (due diligence, GTM org design & restructuring, GTM execution)

SALESFORCE.COM • San Francisco, CA

April 2019 – March 2023

Head of GTM Operations, Salesforce Industries

February 2022 – March 2023

- Decreased time-to-sell by 20% while reducing customer discovery time, increasing attach rate of industry products
- Expanded annual planning process from 10 to 33 industry sectors while reducing GTM delivery cost by 65%+
- Led global rollout of product planning, solution strategy & sales enablement systems for ~75K users, scaling up utilization from 0 to 2,000 users in <2 months
- Hire & manage 30+ consultants to support product strategy, GTM strategy, enablement, and change management.
- Increased international ACV by 100% through improved alignment of international GTM strategy (covering product, revenue operations, enablement, and ecosystem) for 33 product lines

Senior Manager, Salesforce Industries Strategy & Operations

August 2021 – February 2022

- Developed & pitched GTM Operations expansion strategy to SVP Global Sales Operations to expand and deploy unified GTM Strategy & Operations across 33 market sectors globally
- Delivered transformation of operating unit in 6 months while being under budget and ahead of schedule
- Reduced delivery time of annual planning exercises (LRP, Long Range Plan) from 5,000+ hours to under 1,200 hours

Lead Solution Engineer, Strategic Accounts/Large Enterprise

April 2019 – August 2021

- Led 5 teams of solution engineers (16 total SEs) on accounts totaling ~\$30mm
- Built "Sustainability Solutions" GTM plan, sales enablement, and strategy for regional attainment of \$400mm ACV
- Created multiple industry accelerators, resulting in \$2.2mm pipeline ACV in Q1 2020
- Recognized as #1 Solution Engineer in FY 2021, Q1/FY 2022 based on revenue generated and accounts impacted

International Growth Consulting • Moscow / Berlin / Tel Aviv / San Francisco

January 2012 - April 2019

Founder & Managing Director

- Founded and led a 20-person freelance consultant consortium which I sold in 2019
- Supported PE & VC-backed companies across EMEA & North America establish international sales offices
- Offerings included market selection, strategy, financial/legal structure, initial relocation, business development, early hires & process improvement

APPNEXT, INC. • Tel Aviv, Israel / San Francisco, CA
Head of Business Development

September 2016– August 2018
February 2017– August 2018

- Hired and supervised 7 employees, growing business unit from \$0 to \$7mm+ in revenue over 36 months
- Recognized as #1 Business Developer globally in 2018, developing \$1mm+ in new SaaS business within 6 months
- Generated over \$5mm in revenue by developing debt acquisition strategies to break into new/distressed businesses

Director of Business Development, Entertainment

September 2016– February 2017

- Led and executed product marketing strategy for core SDK product encompassing direct mail, account-based marketing, and digital marketing, resulting in 40% growth
- Designed pricing models for enterprise sales

COMBOSTRIKE, Berlin, Germany / San Francisco, CA
Country Manager, USA & Canada

December 2015 – November 2016

- Restructured an underperforming organization and achieved a turnaround in EBITDA, from -\$100K/month to +\$20K/month, within 6 months in the U.S. operating unit at a full-service video game marketing agency
- Hired and supervised 30 employees across multiple markets, creating a 24/7 client support center
- Oversaw global Salesforce implementation and transition for 110 employees
- Managed hiring, onboarding and compensation calibration for 7 direct reports in 2 countries

UNILEAD MEDIA GROUP • Moscow, Russia / San Francisco, CA
Head of Sales & Operations (Promoted)

August 2013– November 2015

- Generated \$3.5MM+ in annual revenue, 100% YOY growth while managing of global P&L and 70 employees
- Implemented Salesforce CRM & custom tools for media buying
- Designed, developed, and implemented Salesforce while taking the company from \$0 to \$1MM in revenue.

Technology, Tools, and Systems

Tableau • Domo • LinkedIn • Demandbase • 6Sense • Clari • Gong • Chorus • ZoomInfo • D&B• Regie • Salesloft • RingLead
• Seismic • Qualified • Salesforce • HubSpot • LeanData • Aviso • Rev • Rattle • LLM Prompt Generation (Claude, ChatGPT+)

Education

University of California, Berkeley, Haas School of Business • Berkeley, CA • May 2021
Master of Business Administration (MBA): Strategy & Operations, Management
University of Maryland • College Park, MD • May 2011
Bachelor of Arts: International Studies

Boards, Memberships, and Certifications

Fullcast • Advisory Board • 2024+

Aviso • Advisory Board • 2024+

Oxford University, SaïdSchool of Business, Organizational Leadership, Oxford, England, 2023

Winning By Design • Revenue Architect & Customer Advisory Board Member• 2023+

Pavilion • Executive Member • 2023+

First Round Capital • Mentor • 2023+

GTM Partners • GTM Ambassador • 2023+

Salesforce • Executive Management Training (Placing in Top 100 out of 11,000) • 2020

Salesforce • Certified Salesforce Community Cloud Consultant • 2020

Seoul National University, Business School • Asian Business Environment • 2019

Optness Institute • Management Excellence & Lean Six Sigma – Green Belt • 2019

Salesforce • Salesforce Platform App Builder • 2019

Salesforce • Salesforce Advanced Administrator • 2019

Salesforce • Salesforce Certified Administrator • 2019

National Eagle Scout Association • Eagle Scout • 2007