

**Contact Information:**

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Education:

Full Sail University
Bachelors of Science,
Entertainment Business

Certifications:

Salesforce Admin
Salesforce Advanced Admin
Marketo Expert

Advanced Experience With:

Salesforce (Sales, Revenue,
and Data Clouds), HubSpot,
Claude (Code), OpenAI,
Marketo, Databricks, Snowflake,
Clay, Zapier, Captivate IQ,
Salesloft, Outreach, Gong,
ZoomInfo, RingLead

Intermediate Experience With:

Python, R, Anthropic API,
CodeX, Grok SuperHeavy,
Cursor, GitHub

Senior Director, Revenue Operations **Greenlight Guru**

March 2025 - Present

- Audited 10+ years of GTM technical backlog to develop a long term roadmap focused on bringing Greenlight Guru's GTM system up to modern standards
- Increased qualified lead conversion by 27% by designing and implementing an ICP framework in combination with a standard lead lifecycle and scoring models
- Maintained QoQ forecast accuracy between 88-93% by leveraging machine learning to build a predictable forecasting models
- Reduced user processing errors by 81% by partnering with Sales Enablement to document our end-to-end Lead-to-Cash process as SOPs
- Normalized 100% of sales orders and reduced contract processing errors by 100% within 4 months of implementing Salesforce Revenue Cloud (CPQ)
- Resolved 100% of our reporting discrepancies by implementing a 360-degree view of the customer using Databricks
- Reduced GTM tech spend by 17% through negotiation of each renewal, analysis of user needs by system, and building data governance framework

Senior Director of Revenue Operations **SourceDay**

January 2020 - February 2025 (Promoted from Director to Sr. Dir, June 2021)

- Reported direct to CEO, CFO, and CRO throughout tenure
- Lead marketing, sales, and customer success process and strategy design
- Owned GTM capacity, hiring, and quota modeling for the business
- Managed the tech stack working with internal and external systems managers
- Implemented Challenger, SPIN, and SPICED sales methodologies resulting in an average increase of 133% year-over-year ARR growth since 2019
- Designed and managed SDR, Sales, and Customer Success compensation plans across mid-market and enterprise teams
- Created a new pricing strategy in 2024 resulting in \$1.2M worth of expansion opportunity for the existing customer base within the first year of roll-out
- Introduced predictive analytics to help support sales resulting in forecast accuracy increase of 73%
- Developed an operating cadence to review pacing towards quarterly and annual objectives, and drive accountability across KPIs
- Scaled our customer facing teams from 12 to 38 FTEs, operations team from 1 to 4, 1 to 3 contractors, and multiple interns
- Added AI to our GTM motions to help orchestrate and target outreach to ICP prospects across multiple systems (Marketo, Outreach, Connect & Sell, Salesforce)

Senior Manager, Marketing Automation & Operations **Khoros**

September 2015 - January 2020

- Acquired by Vista Equity Partners, went through Vista Best Practice training
- Managed a team of 3 marketing operations analysts
- Drove strategy, design, development, analysis, and administration of tech stack
- Led the marketing track of our business-wide integration project called BOSS (Business Operations and Systems Standards) focused on building out an entirely new infrastructure optimized for our go forward business needs under Vista Equity Partners

Manager, Email & Marketing Technology Spredfast, Inc.

October 2014 - September 2015

- Owned the administration of all marketing technology platforms
- Led the strategy, production, deployment, and analysis of all prospect and customer nurture email programs in partnership with Demand Gen
- Developed content personalization strategies based on user behavior at different stages of the buyer's journey
- Introduced ABM tools Engagio and 6Sense into the tech stack which resulted in a 17% lift in engagement with marketing programs
- Report metrics in bi-weekly campaign reports which include KPIs, program execution summaries, A/B testing results, and design surveys to department VPs and CMO
- Developed the Marketo Hand Raiser program which allowed members of the marketing team to test-in to receiving access to Marketo and Salesforce
- Migrated the Shoutlet Marketo instance into the Spredfast instance after the acquisition of Shoutlet in 2015

Demand Generation Specialist Spredfast, Inc.

December 2013 - October 2014

- Led the Marketo migration between Spredfast and Mass Relevance when the two companies merged and new systems were stood up
- Designed, developed, and administered the first lead lifecycle and scoring models for Spredfast
- Grew our email nurture programs to reach our global audience resulting in 60% lift in engagement
- Managed the production and deployment of direct response email programs
- Developed an HTML email framework which decreased our email development time by 73% and removed the need for external contractors
- Created an email deployment process which introduced live and Litmus based email QA, international SPAM compliance audits, and linear approval paths based on type of email

Demand Generation Analyst, Level II Aetna

June 2011 - December 2013

- Led the migration from Eloqua to Marketo for the iTriage business unit under Healthagen (Aetna Digital)
- Administered and conducted training sessions on Marketo for the marketing and inside sales teams
- Managed all of the direct response B2B and DTC email programs
- Developed the first weekly newsletter program leveraging a responsive design which was finally retired in 2016
- Worked with sales and marketing teams to identify different user segments
- Implemented automated emails into the iTriage native application