# Cindy Lee

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## EXPERIENCE

### [Ampersand](#), Remote — *GTM Consultant* (we put "research" on LinkedIn, so people would talk to us more)
Jan 2025 - Present

- Designed persona-based frameworks for Product, Engineering, and RevOps to surface expansion use cases in data sync flows and turn them into qualified strategic conversations
- Operated as a right hand to the CEO across growth experiments, GTM systems, customer success signal gathering, and day-to-day ops to keep execution unblocked
- Built behavioral, multi-step sequencing that reacts to engagement, such as link clicks, routing leads into targeted follow-up campaigns across email and HeyReach
- Built targeted inbound campaigns by combining Koala and Unify intent data.
- Power user of Clay to source high-fit contacts by segment and trigger, enriching lists and accelerating research at scale
- Planned and executed event programs and invite workflows for Ampersand-hosted/co-hosted sessions, plus field outreach around AI Engineer, SaaStr, and similar conferences for the founders to chat with other founders hosting and attending
- Launched lifecycle communications for free users, including product launch roundups and targeted activation nudges
- Sent high-volume campaigns to engineers with integration backgrounds to drive free product adoption and feedback loops
- Built repeatable playbooks and presented data for weekly reviews to track reply rate, meeting rate, and conversion from visitor to conversation to qualified opportunity
- Owned growth function end-to-end from experiment design to instrumentation to roll out, while hardening the underlying GTM systems

### NoRedInk, San Francisco, CA/Remote — *Partnerships*
NOV 2018 - NOV 2022

- Owned full cycle new business for a defined territory and averaged 96.43 percent to a $800,000 quota
- Built repeatable outreach and demo motions and trained teams on smarter workflows to boost campaign output and time management
- Designed support and billing workflows for non-standard contracts that unlocked revenue beyond traditional models
- Partnered with marketing, customer success, and engineering to align campaigns, clean data, and improve lead routing and handoffs
- Drove renewals and expansion by more than 40% to a $430,000 goal through executive relationships and value reviews
- Expanded reach through channel partnerships with international distributors
- Tracked pipeline health and renewal risk to prioritize actions and reduce surprises
- Proactively sourced and integrated new tools and memberships to extend go-to-market capacity

### JPMorgan Chase, San Francisco, CA — *Private Client & Business Account Relationship Manager*
MAR 2010 - JUN 2018

- Ranked top three in the Northern California market and 137th nationwide among about twenty thousand professionals
- Exceeded an 8 million dollar annual quota with an average of 267 percent attainment by building a durable book with 3.5 percent churn
- Built cross-functional pods with commercial lending, business lending, mortgage, and investments to deliver bundled solutions that raised product penetration and lifetime value
- Led executive-level prospecting and complex deal cycles with multi business owners and C-level leaders
- Created coaching and playbooks that improved banker productivity and sales quality across the team
- Served as manager on duty to resolve escalations and keep strict audit and compliance controls for a team of eighteen
- Adapted quickly to changing regulations and translated them into clear processes that protected growth and customer experience
- Built a repeatable referral and cross-sell motion across local business networks and centers of influence
- Used data-driven territory planning to focus time on high-value segments and shorten sales cycles
- Awards: 2017 National Achiever, 2015 National Achiever, 2013 Presidents Club, 2012 National Achiever, 2011 National Achiever, 2011 National Achiever

### EDUCATION Purdue University, West Lafayette, IN — *Bachelor of Science: Management*
MAY 2009, Minors: Marketing, International Business

### TECH STACK Clay, Smartlead.ai, Unify, Outreach.io, HeyReach, Octave, LinkedIn Sales Nav, Salesforce, Clarify, Hubspot

### SKILLS Customer Success, Account Management, Relationship Management, Startup Onboarding, Retention, Renewals and Expansion, Quota Carrying Sales, Success Planning, Community Building, Client Engagement, Lifecycle Messaging, GTM Systems, Data Driven Planning, Product Adoption, Event Programs, Stakeholder Management, Founders and Finance Leaders Support