Eli Slutsky
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RevOps leader with strengths in scaling GTM systems, optimizing CRM workflows, and improving revenue forecasting. Skilled at connecting systems, processes, and teams to drive cross-functional execution across complex GTM initiatives.

EXPERIENCE

GTM Strategy & RevOps Consultant (8-Month Contract) @ CLEAR (NYC)   March 2025 - Oct 2025

- Brought in to build GTM structure for CLEAR's new B2B SaaS division (separate from airport business), laying foundational systems to support ARR growth from single-digit to multi–tens of millions.
- Designed and maintained core Salesforce architecture (objects, fields, security, permissions), enabling structured GTM stage progression, lead routing, Revenue Cloud / CPQ workflows to automate quoting, renewals, deal logic.
- Partnered with Marketing and Sales to operationalize the full lead lifecycle (Inbound → MQL → SQL → Proposal → Win), enforcing process discipline through stage gates, locked fields, and duplicate-prevention routines.
- Architected outbound GTM workflows by integrating AI-driven email and LinkedIn automation, simulating a 20+ BDR team and expanding top-of-funnel coverage 4× while integrating Revenue Cloud pricing and CPQ.
- Retroactively mapped historical Customer Portfolio contracts into Salesforce to improve renewals and expansions.
- Modernized Salesforce Opportunity structure, team-selling rules, and flows, reducing record creation time by 30%.
- Partnered with leadership to build CRO-level dashboards and reporting that surfaced deal insights, stage velocity, and pipeline health—enabling proactive GTM strategy adjustments.
- Continuously evaluated and implemented emerging tech (AI, predictive forecasting, automated outreach) to improve GTM scalability and operational efficiency.

Sales Operations & BI Analyst @ Avison Young (NYC)   Jan 2023 - Present

- Led the enterprise CRM migration from HubSpot to Salesforce across 30+ markets and 500+ users.
- Rebuilt GTM architecture for full-funnel revenue attribution and onboarding and training to drive adoption.
- Develop financial forecasting and adoption reports used by leadership to assess revenue pacing & seller enablement.
- Launch CRM automations and workflow logic to streamline data capture and deal stage progression.
- Deliver enablement programs for live training, documentation, and knowledge base content to drive adoption.
- Redesign Salesforce from feedback, boosting opportunity efficiency, seller productivity, and quota attainment.

Enterprise Account Manager @ MRI Software (NYC)   Dec 2020 - Nov 2022

- Owned $2M+ in recurring revenue across 100+ enterprise accounts, overseeing renewals, upsells, and expansions.
- Analyzed client product usage trends and renewal patterns to forecast account health, pricing, and proactively shape expansion plays—laying early foundations for revenue predictability models.
- Acted as a trusted advisor to enterprise clients, translating business needs into tailored SaaS configurations.
- Partnered with Solutions Engineering and Sales to scope custom deployments, integrations, and pricing structures.

Analyst, Sales @ WeWork (NYC)   Jan 2017 - Oct 2020

- Supported pipeline and lead generation by qualifying inbound leads, segmenting accounts, and routing prospects.
- Maintained CRM data hygiene and sales inputs across Salesforce, proactively identifying gaps in contact data.
- Collaborated with GTM, ops, and product teams to track early-stage funnel metrics for revenue projections.

EDUCATION

University of Central Florida
Bachelor of Science in Legal Studies - GPA: 3.7/4.0

Technical Skills & Competencies:
Salesforce (Admin & Architecture), HubSpot (Admin), Outreach (Admin), Gong (Admin), SQL, Advanced Google Sheets (pivots, complex formulas), CLAY automation, AI-driven outbound sequencing, Data modeling & GTM workflow automation, Dashboarding & reporting (Tableau, Salesforce), Lead routing & territory design, CRM integrations & API workflows, Solution scoping & client advisory, SaaS GTM design.