

JEFFREY IGNACIO

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"Focused on building high performing organizations"

Platforms: Salesforce, Hubspot, Clay, Zapier, [Make.com](https://www.make.com/), Marketo, Outreach, SalesLoft, Tableau, Netsuite

Planning: Adaptive, Anaplan | **Languages:** Python, SQL, Apps Script

Fun: Traveled 38 countries | AI, Agents and Automation | Huge sports fan

EXPERIENCE

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|--------------------|---|---------------------------------|
| 2024 - 2025 | Keystone AI (Supply Chain AI Forecasting)
Head of GTM Operations <ul style="list-style-type: none">• Led FY25 planning setting targets across a global business with multiple product lines• Built an AI powered top of funnel architecture leveraging Zapier, OpenAI, Clay, and Hubspot• Rearchitected sales process incorporating tighter deal governance and cross functional technical support resulting in a reduced sales cycle from 240 days to an average of 175 days | Los Angeles, CA (Remote) |
| 2023 - 2024 | Regrow Ag (Climate Mission AgTech Solution)
Senior Director, GTM Growth and Operations <ul style="list-style-type: none">• Led Annual Planning process for FY23, FY24 across new business, expansion, renewal, headcount, and Opex.• Built Executive dashboards and reporting showcasing unit economics (LTV, CAC, Rule of 40, NDR, retention, renewal rates)• Developed compensation programs across 11 plan types, 3 departments (sales, CS, partnerships) with an international workforce (Brazil, EU, Australia, US)• Established critical controls for quoting and contracting (i.e. approval workflows, deal desk, pricing support) and sales/CS process improvements (i.e. forecasting, territory design, pipeline hygiene)• Developed data room in preparation for FY24 Series C fundraise• Strategic projects in FY23: ICP / account tiering, TAM/SAM/SOM analysis, pricing• Tech stack: Hubspot, Fivetran, Data Studio, Xero, Gong, Apollo.io, LinkedIn Sales Navigator) | Los Angeles, CA (Remote) |
| 2022 - 2023 | Forethought.ai (Artificial Intelligence Helpdesk Solution)
Head of Marketing & Sales Ops <ul style="list-style-type: none">• Oversees Marketing Operations, Sales Operations, and Sales Enablement covering a span of 40 sellers across Account Executives, SDRs, and Sales Engineers• Leveraged a new bottoms-up plan for executive leadership to update annual planning targets mid-year• Instituted new sales processes including qualification criteria, discovery, mutual action plans, and deal desk• Developed lead scoring, attribution, and ABM tactics to the marketing organization• Tech stack: Hubspot, Salesforce, Catalyst, ZoomInfo, Outreach | Los Angeles, CA (Remote) |
| 2021 - 2022 | Amazon Web Services (AWS) (Public Cloud Computing)
Sales Operations Lead <ul style="list-style-type: none">• Led Sales Operations for the Southwest Enterprise segment for a \$650M+ revenue business segment• Served as team lead to guide a successful 2022 planning for all US West (\$5.6 billion business)• Triaged goal issues for Professional Services which would have negatively impacted all AMER (\$55 billion) | Los Angeles, CA |
| 2020 - 2021 | UpKeep (Asset Operations Management)
Head of Revenue Operations <ul style="list-style-type: none">• Oversaw and led Marketing Operations, Sales Operations, CX Operations, and Sales Enablement• Launched onboarding and continuous enablement programs for a sales force of 50 (30 AEs, 20 SDR)• Designed and built out the outbound sales motion focused on a land-and-expand sales motion to the enterprise• Developed and configured a PLG-oriented trial-activation-growth motion for the SMB segment• Tech stack: Pardot, Salesforce, Totango, ZoomInfo, SalesLoft, Chili Piper | Los Angeles, CA |

2019 - 2020	NEXT Trucking Director, Sales Operations	El Segundo, CA
	<ul style="list-style-type: none"> • Owner of all sales systems; configured Salesforce from scratch automating several critical processes including customer onboarding, pricing and quoting, and revenue forecasting. • Leads Implementation, Sales Development and Account Management functions responsible for demand generation, forecasting daily revenue, customer onboarding, and upsell revenue. • Key stakeholder and program manager of several cross functional teams including Pricing and Information Systems. 	
2016 - 2018	VISIER (Predictive HR Analytics SaaS) Director, Sales Operations	San Jose, CA / Vancouver, BC
	<ul style="list-style-type: none"> • Strategic and operational recommendations focused on generating sales opportunities, managing new logo and upsell pipelines, and working the renewal / install base. • Enable systems and lightweight processes to support Visier's sales strategy and customer lifecycle (presales, sales, customer success). • Project manage system design, implementation and valuation. Recent projects: Xactly, YesWare, ZoomInfo, enabling native Salesforce objects/concepts (Assets, Forecasting). • Own annual and long term revenue planning: inbound vs outbound mix, deal size mix, and territory coverage. • Laid the foundation and built sales and marketing pipeline reporting using Google's BigQuery, Python, and API connectors to Salesforce and Marketo. 	
2015 – 2016	MELTWATER (PR and Media Analytics SaaS) Senior Manager, Head of Sales Analytics and Global Sales Finance	San Francisco, CA
	<ul style="list-style-type: none"> • Redefined core company wide SaaS KPIs: gross/net churn, Annual Recurring Revenue (ARR), and Customer Lifetime Value (CLV). Presented the definitions and findings to the CEO and CFO for formal signoff. • Redesigned FP&A's data platform (subscription data from Netsuite, unit economics, Annual Recurring Revenue) and core reporting from an Excel + PPT foundation to using big data technologies (Python, Google BigQuery) and Tableau as a data visualization tool. 	
2012 – 2014	GOOGLE (Enterprise SaaS) Senior Financial Analyst, Product Finance – Google for Work (formerly Google Enterprise)	Mountain View, CA
	<ul style="list-style-type: none"> • Lead annual planning (revenue, opex, headcount) for Enterprise sales and operations teams across all customer segments, regions, and products. Multiple scenarios vetted by upper management including baseline, medium, and stretch initiatives prior to submission to Global Sales Finance. • Sales productivity analysis resulting in successful launch of lending program (Project Lannister) with Lending Club and Google Treasury. Tier 1 Google resellers now able to borrow at estimated 10% fewer points versus traditional lending in exchange for minimum 25% increase in bookings target. • Recipient of 'Whale Award', Google For Work operations' top award for successful launch of Partner 2.0. • Project Lead for following initiatives: 1) bookings-to-revenue database, 2) quota/commissions systems integration to Ads platform (GRM), 3) FP&A hackathon quarterlies 	
2011 – 2012	INTEL, Senior Financial Analyst	Santa Clara, CA
2009 – 2011	Attended University of Michigan MBA Program	Ann Arbor, MI
2006 – 2009	Prosum, Management Consulting	Los Angeles, CA
2004 – 2006	Accenture, Management Consulting	Los Angeles, CA

EDUCATION

2009 – 2011	UNIVERSITY OF MICHIGAN STEPHEN M. ROSS SCHOOL OF BUSINESS, MBA	Ann Arbor, MI
	<ul style="list-style-type: none"> • President of Community Consulting Club • Focus on corporate strategy and finance • GMAT: 730 	
2000 – 2004	UNIVERSITY OF CALIFORNIA LOS ANGELES, BA. Economics	Los Angeles, CA