Cameron Barnes

Director of Go-To-Market Systems & Revenue Operations
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Professional Summary

Director of GTM and Revenue Operations who builds systems that connect process, people, and data. Centers Salesforce architecture within scalable operating models that turn complex tech stacks into efficient, insight-driven engines. Recognized for bringing structure, visibility, and alignment to fast-growing teams.

Core Strengths

Revenue Operations Strategy | GTM Architecture & Governance | Salesforce (Data Cloud, Sales Cloud, CPQ, Agentforce, Einstein) | Lifecycle Management & Automation | MarTech Integration (Eloqua, Bizible, Salesloft, Qualified) | Data Governance & Quality | Cross-Functional Leadership | Intake & Delivery Frameworks (Jira) | Change Management & Enablement

Professional Experience

Director, Go-to-Market Operations | SonicWall

Feb 2025 – Oct 2025 | Remote
Modernized GTM Operations by introducing Salesforce Data Cloud, establishing a structured intake and delivery model, and aligning Sales, Marketing, and Partner functions around shared systems and priorities. Led a 7-person team driving Salesforce-centered system design, Data Cloud implementation, and cross-functional delivery.

- Introduced Salesforce Data Cloud as the foundation of GTM architecture, enabling unified data and laying the groundwork for analytics and automation.
- Designed and implemented a Jira-based intake and execution framework that gave leadership visibility into priorities, capacity, and roadmap delivery.
- Built a governed deduplication and hierarchy framework in Salesforce using Traction Complete to consolidate overlapping Account and Person records and improve data integrity.
- Partnered with senior GTM leadership on an organizational redesign aligning skills, ownership, and reporting to business priorities.
- Established governance practices connecting planning, budgeting, and delivery across revenue teams to improve execution discipline.

Senior Manager, Marketing Operations | Cisco Systems

Jun 2021 – Jan 2025 | Remote
Owned the mid-funnel engine connecting Marketing's MQL output to Sales execution. Focused on data alignment, routing architecture, and lifecycle management to ensure speed, accuracy, and visibility as leads moved from Eloqua through Salesforce and into multiple sales motions.

- Architected the multi-product Salesforce structure that enabled acquired businesses to operate within Cisco's governed CRM, scaling GTM visibility from hundreds of millions to multiple billions in managed ACV.

- Aligned early- and mid-funnel data models between Eloqua and Salesforce to ensure consistent field mapping, scoring, and attribution.
- Designed and maintained the lifecycle framework to manage lead, contact, and opportunity progression across seven sales teams using a single, governed data model.
- Integrated Bizible attribution into the multi-product framework to provide accurate influence reporting and visibility into marketing performance.
- Owned routing and assignment logic to improve speed-to-lead and ensure accurate delivery of MQLs to the right sales teams, products, and territories.
- Partnered with Sales enablement and operations teams to operationalize outreach tools such as Qualified and Salesloft, improving follow-up visibility and accountability.
- Extended lifecycle and data-management principles into Opportunity and Account ownership to support complex territory alignments, mass record updates, and compensation accuracy.

Enterprise Business Systems Analyst | Traction on Demand

Jan 2020 – Jun 2021 | Remote
Delivered large-scale Salesforce solutions for enterprise clients including the Chan Zuckerberg Initiative, BrightView, and Fashion Nova. Operated in a fast-paced consulting environment focused on clean architecture, data integrity, and on-time delivery for complex programs.

- Architected Salesforce automation for the Chan Zuckerberg Initiative to create secure audit trails supporting $8 B in annual philanthropic contributions.
- Led the Zendesk → Salesforce Service Cloud migration for Fashion Nova, integrating customer-service operations and improving visibility across teams.
- Collaborated with technical and functional leads to design governed data models and deploy at enterprise scale under tight timelines.

Salesforce System Administrator | Cisco Systems

Jan 2018 – Jan 2020 | San Francisco, CA
Supported Sales, Marketing, and Partner teams as Salesforce administrator during a period of GTM system expansion. Focused on automation, lifecycle visibility, and governance that became the foundation for Cisco's later GTM architecture.

- Built the first end-to-end lifecycle model in Salesforce using early Flows to automate lead progression, routing, and stage tracking.
- Partnered with Sales Operations and IT to roll out SteelBrick CPQ, aligning opportunity and quoting processes across product lines.
- Developed automation and validation logic to improve lead quality, assignment accuracy, and reporting reliability.
- Created dashboards for pipeline, conversion, and activity visibility used by Sales and Marketing leadership.

Earlier Career

• Santa Cruz Timber – Head of Operations & Marketing (2017 – 2018) • Backroads – Head of Regional Operations (2013 – 2016) • Northbound DGS – Salesforce Architect (2009 – 2013)

EDUCATION
B.S., Business Administration, Marketing with a focus on IT | University of Nevada, Reno