

# Neema Naficy

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RevOps expert and former sales leader with 19+ years of experience driving growth at SaaS startups through smarter systems, sharper visibility, and tighter GTM alignment. I've designed Salesforce orgs from scratch, rebuilt lead flows across HubSpot and Salesforce, implemented CPQ and lead scoring, and improved forecasting accuracy by 20% in under two quarters. Known for bridging strategy and execution, building scalable processes, and partnering cross-functionally to unlock speed and conversion. I bring both a tactical playbook and an owner's mindset to every engagement.

## WORK EXPERIENCE:

### *Synergy RevOps, Seattle, WA | Fractional Revenue Operations Services*

*Owner, Revenue Operations Consultant* (Feb 2024-Present)

- Freepik (Contract Client, 2025): Led RevOps project focused on Salesforce process design, lead routing, and enrichment using Clay. Automated outreach via Apollo, managed work in Jira, and drove CLM vendor selection and implementation (Ironclad).
- Architect GTM systems and analytics, including HubSpot, Salesforce, LeanData, Outreach, and CPQ platforms
- Designed full-funnel lead management workflows integrating tools such as Apollo, Clearbit, and HubSpot.
- Created conversion dashboards to track MQL → SQL flow, optimizing UTM capture and routing logic.
- Piloted AI tools like auto-personalized email templates and predictive scoring; improved outbound response rates by 18%.

### *Hiya, Seattle, WA | Series C, \$60M | Voice Security & Caller Identification SaaS*

*Senior Manager of Sales Operations* (2022-2024)

- Led cross-functional GTM planning and process design, improving forecasting accuracy by 20% and pipeline visibility across 2 business lines.
- Owned Salesforce (admin + strategy), driving adoption of CPQ, LeanData routing, and custom dashboards.
- Increased lead-to-close efficiency by 25% by refining sales workflows and partnering with Marketing Ops.
- Built and led a team of 4, mentoring analysts and fostering a high-performance culture aligned with GTM goals
- Built custom reports to identify funnel drop-offs and uncover stage-level conversion gaps.

### *Infobip, Seattle, WA | Series C, \$33M | Global CPaaS & Fraud Prevention Platform*

*Sales Operations Executive* (2020-2022)

- Created scalable sales forecasting models and territory plans for a global SaaS org.
- Improved enrichment and scoring workflows using Zoominfo and internal usage signals.
- Supported sales enablement with insights on campaign impact and content engagement by stage.

### *Self-Employed, Seattle, WA | Startup Operations Consulting*

*Owner, Operations Consultant* (2013-2020)

- Delivered go-to-market strategy and Operations consulting for Blockchain and SaaS clients.
- Implemented Salesforce, HubSpot, and end-to-end lead management flows.
- Increased funnel velocity by designing round-robin logic, MQLs, SLAs, and feedback loops.

## *IBM, Seattle, WA / Global Enterprise / Salesforce Consulting Services for Fortune 500 Clients*

### *Enterprise Client Advisor, Salesforce Consulting Services (2016-2018)*

- Supported major clients with Salesforce implementation, data hygiene, and custom dashboarding.
- Advised on GTM analytics and optimization for marketing and sales teams in pharma and tech

## *Various Companies, Seattle, WA / High-Growth Technology Companies*

### *Sales & Account Management Roles (2005-2016)*

- Achieved a 30% increase in sales by building strong customer relationships.
- Enhanced customer satisfaction by 20% through needs-based analysis, leading to a 15% rise in repeat business.

## **EDUCATION:**

Bachelor's, Biology — San Francisco State University, San Francisco, CA

## **TOOLS:**

**Sales Tools:** Outreach, Salesforce, HubSpot, ZoomInfo, Apollo, Clay, LinkedIn Sales Navigator, LeadIQ, Gong, 6Sense, Winning By Design (SPICED)

**RevOps & Analytics:** Sales Forecasting, CPQ, Clearbit, LeanData, Reporting & Dashboards, Looker, Tableau, SQL, Microsoft Excel

**Other Tools:** Slack, Google Workspace, Microsoft Office, Notion, Zoom, Asana, Jira, Trello, Microsoft Teams