

ANNIKA KARAN

SALES & MARKETING OPERATIONS MANAGER

PROFILE

Sales Operations and Revenue Enablement leader with a strong track record in driving change, improving processes, and aligning cross-functional teams across Sales, Marketing, Finance, and Product. At Asseti, I led the design and rollout of scalable sales processes, implemented forecasting systems, supported investor readiness, and delivered company-wide enablement and marketing initiatives. I excel at building structure in fast-paced environments, managing complex projects, and guiding teams through operational change. With a focus on clarity, consistency, and impact, I create systems and frameworks that improve performance, enhance collaboration, and support sustainable revenue growth.

WORK EXPERIENCE

Sales & Marketing Operations Manager (Contract)

Asseti

2024 - Current

As Sales Operations Manager at Asseti, I led the development and implementation of a structured lead qualification process and deal pipeline framework to improve sales efficiency and conversion accuracy. I introduced forecasting capabilities within HubSpot to provide real-time visibility into pipeline performance and leveraged Power BI to support reporting and sales analysis. I optimized the go-to-market tech stack by integrating tools such as Clay, RB2B, Clueso, HeyReach, Instantly, Loom, and ZoomInfo. My role also included managing commission tracking through QuotaPath and working closely with the Finance team to implement a subscription management and invoicing tool. I developed comprehensive enablement documentation and onboarding resources to support alignment across Sales, Marketing, and Finance.

In addition to core operations, I took ownership of several strategic marketing initiatives. I led ABM campaigns, managed LinkedIn content, coordinated events, and shaped new product messaging and positioning. I created sales and investor pitch decks, developed one-pagers, and led product rollout initiatives to support growth efforts. In a leadership capacity, I managed junior marketing team members and business analyst interns and collaborated with a venture capital firm on Series A metrics and pitch preparation. I also partnered with cross-functional teams including Sales, Marketing, Processing, Product, and Operations to automate the post-sales handover and establish a structured customer renewals process. Additionally, I supported the Finance team by applying for government grants to secure strategic funding opportunities.

Sales Operations Manager/Product Marketing Manager

InEight

2021-2024

At InEight, I held a dual role as Sales Operations Manager and Product Marketing Manager, where I was responsible for driving analytics, enablement, and operational efficiency across global go-to-market functions. I developed advanced sales reporting dashboards using Tableau to support data-driven decisions and ensured CRM data accuracy across Marketo, Dun & Bradstreet, and ZoomInfo. I leveraged tools such as Salesforce, LinkedIn, Triblio, and industry data sources including Global Data and the ENR list to surface insights and uncover growth opportunities.

I led process improvement initiatives across the full sales and marketing cycle, identifying automation opportunities and enhancing workflows across Sales and Business Development. I played a central role in supporting the design and execution of go-to-market plans, which included account segmentation, resource planning, territory design, quota setting, and compensation modeling in collaboration with leadership teams.

To enable scale and team readiness, I evaluated and implemented sales automation tools and CRM enhancements. I created onboarding and training programs, produced enablement content, and maintained the learning management system to ensure global sales teams stayed aligned with the latest messaging, positioning, and release notes. I also developed message houses and value propositions for product launches and refreshes. In addition, I worked closely with department heads across Sales, Marketing, Finance, Product, and Delivery to maintain policy alignment and support business-wide operational consistency.

EDUCATION

Swinburne University of Technology

Master of Business Administration

2019 - 2023

Swinburne University of Technology

Graduate Certificate of Business Management

2019 - 2019

Swinburne University of Technology

Bachelor of Business (Marketing)

2014 - 2018

ACHIEVEMENTS

InEight

Marketing Team Member Outstanding Performer Award

2023

Nearmap

Tell It (Core Value) Award

2019

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SKILLS

Strategic Sales Operations

- Pipeline design and forecasting strategy
- Go-to-market planning and execution
- Sales territory and quota modeling
- Compensation planning and commission management (QuotaPath)

Revenue Enablement & Process Optimization

- Cross-functional alignment across Sales, Marketing, Product, Finance, and Operations
- Sales enablement strategy and content development
- Process automation and CRM optimization
- Onboarding and ongoing sales training programs
- Learning management system administration

Data Analytics & Insight-Driven Decision Making

- Funnel analysis, forecasting accuracy, and trend identification
- Advanced dashboarding and visualization (Power BI, Tableau, Looker)

Business metric reporting: churn, velocity, CAC, Magic Number, ARR, MRR, TCV, NPS

Tech Stack & Systems Leadership

- CRM platforms: Salesforce, HubSpot, Marketo
- GTM and outreach tools: ZoomInfo, Clay, RB2B, Clueso, HeyReach, Instantly, Loom
- Financial and operational systems: Maxio, Recurly
- Communication and collaboration: Slack, Teams, Zoom

Team & Program Leadership

- Managing junior team members, interns, and cross-functional contributors
- Mentorship and professional development (Practera Program)
- Partnering with executive leadership and VC stakeholders
- Driving alignment across revenue teams for scalable growth

WORK EXPERIENCE

Operations Analyst

Amazon (AWS)

2020 - 2021

During my time at Amazon Web Services, I worked as an Operations Analyst managing EC2 reserved instance operations including purchases, modifications, and cancellations. I was responsible for analyzing large datasets and generating business insights through Excel, Salesforce, and other internal BI tools. My reporting supported weekly, monthly, and quarterly planning processes.

Global Commercial Operations Analyst

Nearmap

2015 - 2020

At Nearmap, I worked as a Global Commercial Operations Analyst where I was responsible for building and enhancing reports and dashboards that informed leadership decisions across key business metrics, including churn, Net Promoter Score, sales velocity, and average order value. I used these insights to support revenue growth and improve customer retention. My role included monitoring sales performance, managing lead and pipeline reporting, and leading sales forecasting efforts. I also played a central role in territory planning and strategic resource allocation to optimize market coverage and supported the business in its expansion into new regions.

I collaborated closely with regional and global training coordinators, product teams, business operations, and senior management to identify operational inefficiencies and implement process improvements. I was actively involved in user acceptance testing for new product releases and process automations to ensure readiness and adoption. In addition, I worked cross-functionally with Sales, Marketing, Product, Support, and Legal teams to help develop and execute global go-to-market strategies. I also trained new sales staff on Salesforce usage and best practices, supported strategic deal enablement, and handled order processing to ensure a smooth operational workflow.

Mentor

Practera

2022 - Current

As a mentor in the Practera program, I support high-performing student teams through structured, real-world consulting projects designed to enhance their employability skills and business acumen. The program is run in partnership with Study NSW, the NSW Government, and leading universities such as UNSW and the University of Sydney. My role involves guiding students through short, intensive project cycles where they are required to solve real business challenges presented by industry partners. I provide regular feedback on their deliverables, conduct weekly check-ins to assess progress, and coach them on stakeholder communication, time management, and strategic thinking.

My focus is on helping students bridge the gap between academic knowledge and practical application. I support them in understanding how to scope projects, validate assumptions, and present insights in a compelling and structured manner. As part of this, I also facilitate their learning around teamwork, leadership, and professional conduct in a business context. Mentoring through Practera allows me to contribute to workforce development while staying connected to emerging talent and fresh perspectives in the industry. It is a rewarding extension of my professional experience and an opportunity to give back to the next generation of business professionals.

References

Available upon request.