

Shannon H. Terrill, MBA

St. Louis, MO | (314) 954-7179 | shannonheaneyterrill@gmail.com | [linkedin.com/in/smheaney](https://www.linkedin.com/in/smheaney) | <https://go2marketpro.com>

SKILLS AND SYSTEMS

Strategic Planning | Operational Expertise | Financial Acumen | Cross-Functional Collaboration | Problem-Solving
Change Management | Quality Assurance | Data Analysis | Customer Focus | Relationship Building | Tech Evangelist

Salesforce CRM & CPQ | CRM Systems | Financial & ERP System | Zendesk | Thought Industries LMS | HubSpot Marketing | NetSuite
LinkedIn Sales Navigator | ZoomInfo & Chorus | Boomi | DealHub CPQ | Eloqua Marketing Automation | Crystal | Outreach | Conga

VICE PRESIDENT OF REVENUE OPERATIONS

MOMENTUS TECHNOLOGIES, *FORMERLY UNGERBOECK SOFTWARE*, ST. LOUIS, MO

06/2001 – 01/2024

Fast paced, high-growth, PE-backed software firm designing, developing, and delivering end-to-end enterprise, B2B, SaaS solutions for global hospitality, event, and venue industry.

Vice President, Revenue Operations

01/2022 – 01/2024

- Institutionalized innovation and operationalized scaling principles through various phases of organizational evolution and revolution. Instrumental in growing organization from \$5M to over \$50M before being acquired by private equity.
- Partnered with private equity investors and executive leadership to integrate five newly acquired organizations while driving organic growth to reach over \$75M in annual revenue.

Strategy & Key Revenue Leader

- Developed and executed comprehensive operational strategies that optimized sales processes, enhanced operational efficiency, and maximized revenue generation, resulting in 25% annual revenue growth.
- Aligned revenue operations with overall business objectives through the introduction of organizational discipline and rigor by collaborating with Sales, Account Management, Marketing, and Finance teams; established a team that enabled company-wide strategic focus on driving increased new and renewal revenue
- Mentored a team of Revenue Operations professionals, using Task Relevant Maturity model to provide autonomy, monitoring, support, and structured management based on task and experience; Directed cross-functional teams to streamline operations and achieve substantial Revenue Growth, cultivated a high-performance team environment

Revenue Insights & Forecasting

- Automated the manual ARR Bridge report resulting in a savings of 80 hours of FP&A time per month, improving the accuracy of down-sell and churn reporting, and reducing the time to delivery of information by 75% enabling real-time decisions
- Improved executive leadership's decision-making by providing data-driven insights across various fields, enhancing revenue forecasting accuracy by 40% through regular ROB reporting and process optimization.

Process Optimization, Enablement & Team Productivity

- Initiated comprehensive overhaul of sales cycle, including revamping renewal processes to achieve a 200% increase in annual renewal impact, implementing and refining sales enablement programs that significantly boosted key performance (KPIs) metrics, and successfully onboarding, training, and enhancing the skills of over 100 cross-functional team members
- Worked collaboratively with cross functional leadership including global leaders in Sales, Finance, and other executives to implement company pricing strategy for new and existing products to maximize profitability as well as customer value.

GTM Tech Stack | Systems Delivery

- Spearheaded end-to-end system design, data governance plan, and implementation for scaling GTM operations, while deploying Salesforce CRM, CPQ, sales enablement, marketing automation, CX platform, and other sales platforms culminating in a fully integrated, seamless Quote to Cash workflow eliminating 100 hours per week in manual data entry

Quota & Compensation Design & Territory Planning

- Designed and developed new sales compensation model on \$75M+ annually recurring revenue for 100+ revenue team members in alignment with creating territory plans for each of 6 primary verticals and 3 primary geographies to support quota assignment and enable 70% of sellers to achieve or exceed quota

Vice President, Product Marketing & Go To Market (GTM) Operations (Exec Team Member)

01/2015 – 01/2022

Strategy & Enablement

- Orchestrated and executed corporate strategy transformation through vertical market segmentation, fostering cross-functional alignment and enabling effective GTM strategies for new products and updates
- Conducted immersive workshops to educate sellers and staff on product portfolio, vertical markets, value propositions, and growth prospects; acknowledged as a key authority on customers, target markets, competitors, and product features

Pricing Strategy & GTM Operations

- Crafted and executed revolutionary pricing strategy, maximizing profitability, driving customer satisfaction, and improving retention and renewal rates by instituting industry leading best practices
- Implemented and ensured adoption of the organization's inaugural CPQ platform to streamline quoting and proposal generation processes; provided valuable insights for revenue & product leadership contributing to product roadmap and product strategy

Deal Desk & Contract Life Cycle Management

- Instituted governance standards for deal approvals and escalation of non-standard deal requests including all inbound RFP requests reducing the number of hours spent on deals that did not match the ICP

Product Marketing

- Increased revenue by 40% for customers through the successful international launch of a groundbreaking product; led cross-functional teams in product development and rollout, championing customer-centric strategies to drive value creation and client satisfaction.

Market Analysis

- Analyzed market data and customer behavior to develop and enact product marketing and positioning strategies for 6 business lines, leading to a 25% increase in revenue and competitive advantage.

ADDITIONAL RELEVANT EXPERIENCE

Prior to 2015, held roles within Momentus Technologies spanning the SaaS software lifecycle, illustrating my career progression and increasing responsibilities, as well as providing a unique perspective crossing every phase and facet of B2B SaaS software.

- Vice President, Quality Engineering + Training & Education (Promoted)
- Director, Account Management (Promoted)
- Director, Talent Acquisition (Promoted)
- Director, Marketing (Promoted)
- Director, Professional Services (Promoted)
- Team Lead, Professional Services (Promoted)

GO 2 MARKET PRO

01/2020 – PRESENT

Go 2 Market Pro delivers a strategic approach to market entry or market building for a new product or new verticals. Through the deployment of fractional executives, we bring deep go-to-market expertise paired with diverse global perspectives that would otherwise be out of reach for start-up and scale-up companies.

Engagement: FRANNET OF ST. LOUIS & KANSAS CITY

01/2020 – PRESENT

FranNet provides education and support to individuals exploring through franchised business ownership as a career option

Fractional Chief Operating Officer (COO)

- Develop and implement operational strategies that align with the company's vision and goals
- Ensure resources are utilized efficiently and risks are identified and mitigated

Engagement: CONSOLIDATED CONSERVATION INC

11/2021 – 03/2023

CONSOLIDATED CONSERVATION INC/ No-H2O of Coachella Valley & Orange County is a green tech company specializing in waterless car washing and detailing within the automotive care industry.

Fractional Chief Financial Officer (CFO)

- Managed financial operations, monitored budgeting, resource allocation, and cost control measures to optimize profitability

EDUCATION

Master of Business Administration (MBA), MIS & E-Commerce with Certificate in Women Leadership Studies, St Louis University, MO
Bachelor of Arts (B.A.), Elementary Education - Math, Saint Mary's College, Notre Dame, IN

PROFESSIONAL AFFILIATIONS AND ACTIVITIES

Member, [RevOps Co-op](#), Content, resource, and community for revenue operations professionals

Member, [CHIEF](#), Executive network for women

Member, [Pavilion](#), Network and thought leadership for GTM Executives

Graduate, Venue Management School, International Association of Venue Managers, 2008

President, Chairperson, Board Member, Notre Dame Club of St. Louis, 2006 - 2019

Benefactor, Established Mary F. and Robert M. Heaney Scholarship at St. Louis University

Volunteer, St. Louis Ovarian Cancer Awareness