SHARANYA SREENIVASAN

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SUMMARY

Strategic **Sales Operations and Analytics** professional with **10+ years of experience** driving **scalable GTM execution** and serving as a **trusted partner to Sales leadership**. Proven **expertise** in **forecasting**, territory and **quota planning**, **pipeline** reporting, and **sales performance** analysis, with a proven ability to **improve forecast accuracy** and **accelerate attainment**. Skilled in **Salesforce, BI tools, and CRM optimization**, with a strong track record of **leading system integrations**, data governance and process standardization to support high-growth sales organizations. Recognized for leveraging **automation and AI** to improve **data quality, reduce manual effort**, and deliver **measurable revenue impact** in **fast-paced environments**.

PROFESSIONAL EXPERIENCE

GLASSDOOR	PLAINFIELD, IL
Sr Data Analyst, GTM Sales Analytics	**June 2022 - July 2025**

- Developed **forecasting models in Google Sheets** leveraging **advanced functions** improving forecast precision by **28%** and **streamlining pipeline reviews**.
- Led **Salesforce CRM integration workflows** between Glassdoor and Indeed, enabling **unified lead sharing** and **adoption of tools like Gong and Outreach** driving a **23% YoY** increase in new customer acquisition.
- Created interactive **Salesforce dashboards** to identify **sales funnel gaps** and proposed **data-driven** targeting strategies to **accelerate attainment** of **sales metrics**.
- Configured and maintained **Salesforce territory models** and **quota assignments**, ensuring accurate coverage and alignment across accounts, segments, and sales teams.

EXTREME NETWORKS	CHICAGO, IL
Sales Analyst Operations	**Aug 2021 - Apr 2022**

- Engineered data integration from multiple sources in **Tableau** to generate interactive forecasting dashboards, enabling sales leaders to identify and address bottlenecks, **accelerating deal closures** by **8%**.
- Developed **QBR insights** by synthesizing **Salesforce data** into **actionable visualizations**.
- Automated channel credit reports in **R**, saving **104** hours annually.

GOOGLE	CHICAGO, IL
Team Lead	**May 2021 - Aug 2021**

- **Spearheaded** a team of **4 member**s for successful creation of 3 digital marketing campaigns and significantly surged impressions and average CTR above **13%** with continuous A/B testing.
- Ensured **50% MoM** unique visits per week to the homepage through digital marketing efforts.

VMWARE	BANGALORE, INDIA
Sr Business Analyst, Sales Operations	**Jan 2019 - May 2019**

- Managed **setup and maintenance of 2000+ SKUs** in **Salesforce** for **SaaS and Perpetual products**.
- Improved KPIs to **track product performance** and implemented **automation**, saving **300+** hours annually.

ZAFCO	BANGALORE, INDIA
Team Lead, Sales Operations	**Dec 2017 - Dec 2018**

- Delivered **granular insights into pricing efficacy** by revealing trends while boosting **profit** visibility by **65%**, which allowed for real-time strategy adjustments.
- **Deployed the vendor price logic** in SAP saving **350** hours annually on manual work.

GENPACT	BANGALORE, INDIA
Business Analyst, Sales Operations	**Jul 2014 - Nov 2017**

- Built demand generation and campaign dashboards for GE Healthcare in **R**, saving **306** hours annually.
- Conducted **revenue and pricing impact analysis** on contracts worth **$10M+**.

PROJECTS

Reporting & Automation
- **Description:** Built **interactive dashboards in Google Sheets** using **slicers and visualizations**, allowing sales leaders to drill down into **rep-level performance** and **pipeline coverage** in real time.
- **Results:** Reduced manual reporting time by **250+** hours annually and **improved decision-making** speed for GTM leadership.

Salesforce CRM Integration & Optimization
- **Description:** Led the **integration** of **Salesforce CRM** between Glassdoor and Indeed, unifying lead management and automating lead distribution for sales teams.
- **Results:** Catalyzed a **23%** surge in **qualified lead conversions** through **optimized lead management process**, resulting in a **15% reduction in sales cycle length** by streamlining lead distribution.

Sales Funnel Analysis & Process Redesign
- **Description:** Conducted in-depth **data analysis** using **advanced Excel** to monitor **sales funnel** data to identify bottlenecks and inefficiencies in lead-to-close process.
- **Results: Transformed lead qualification process** by analyzing Salesforce data, resulting in a **50%** boost in conversion rates and a **100**-day faster deal closing time.

EDUCATION

ILLINOIS TECH STUART SCHOOL OF BUSINESS   **CHICAGO, IL**
MS Marketing Analytics
ICFAI BUSINESS SCHOOL   **Hyderabad, India**
Major in Finance
AMRITA SCHOOL OF ENGINEERING   **Coimbatore, India**
B.TECH in Electronics and Communication Engineering

ADDITIONAL INFORMATION

- **Core Skills:** Sales Operations, Forecasting, Territory Planning, Quota Setting, Cross-Functional Collaboration, Data Analytics
- **Technical Skills / Software**: Salesforce, Tableau, Advanced Excel/G-Sheets, SQL, R, Gong, Outreach
- **Certifications**: AI for business leaders(2024), Tableau Desktop Specialist Certified (2022), Lean Six Sigma Certified (2017), IBM Data Analyst Professional Certified (2021)
- **Recognition**: Impact Driven Award - Glassdoor (2025), Beta Gamma Sigma - Top 20% Academic Excellence (2022), Top Marketer - Google Digital Immersion Program (2021)