

AMANDA GREEN

Email: mand_green@yahoo.com | Telephone: +44 7736 327 263

Location: Essex, United Kingdom

LinkedIn: <https://www.linkedin.com/in/amandasgreen/> | Blog: <https://revampconsultants.net/blog>

ABOUT ME:

- Data-driven Revenue Expert with a proven track record in aligning sales, marketing, and customer success operations to drive scalable growth
- Extensive experience across SaaS, FinTech, Publishing and Financial Services industries
- Specialist in optimizing revenue processes, streamlining go-to-market (GTM) strategies, and enhancing forecasting accuracy to maximise business performance
- Expertise spans CRM optimization, revenue intelligence, pipeline management and data governance, ensuring that revenue teams operate with efficiency and precision
- Successfully improved ACV growth, reduced CAC, implemented BI tools like Tableau and PowerBI to improve visibility and decision making
- Adaptable work management to designing lead management workflows to executing cost-reduction strategies
- Sharp analytical mindset and a passion for empowering teams with the insights, processes, and tools they need to succeed
- Blend strategy, data, and automation ensuring businesses scale while maintaining operational excellence.

SKILLS

- **Revenue Operations & Strategy** – Aligning sales, marketing, and customer success to drive predictive growth and operational efficiency
- **Go-to-Market Optimization** – Developing scalable revenue frameworks, improving funnel efficiencies, and refining lead-to-cash processes
- **Sales & Marketing Analysis** – Utilizing Tableau, PowerBI, Salesforce, and SQL to track pipeline performance, forecast revenue and enhance decision making
- **CRM & Data Governance** – Designing Salesforce, Marketo, Eloqua, and Pardot workflows to ensure data integrity, segmentation accuracy, and automation efficiency
- **Revenue Intelligence & Forecasting** – Implementing real-time analytics to enhance data quota attainment, ACV growth, and churn reduction
- **Process Automation & Workflow Design** – Streamlining sales and marketing operations using Jira, Confluence, and Asana, Monday.com, or Wrike to enhance team productivity
- **Cross Functional Leadership** – Managing high performing global teams (HPT) and driving collaboration across sales, product, finance, and IT
- **Customer Acquisition & Retention** – Reducing CAC while improving customer lifetime value (LTV) through targeted engagement, lead scoring, and attribution modelling
- **Tech Stack Implementation & Optimization** – Leading Salesforce, Outreach, Zoominfo, and DemandBase integrations to optimize pipeline efficiency
- **Change Management & Enablement** – Training revenue teams on best practices ensuring seamless adoption of tools and processes.

CAREER EXPERIENCE:

Director of Marketing Operations at Smartly.io | June 2025 – Present

AdTech global organisation providing a Marketing advertising platform for E-Commerce industry

- Manage Marketing operations, optimising inbound lead conversion and revenue funnel performance
- Improved MQL→SAL conversion from 58% to 80% through collaboration with regional sales teams to optimise lead scoring, lifecycle automation and process redesign
- Identified and addressed key gaps impacting QoQ SAL→SQL conversion, accelerating result to 68% within 6 months to improve performance against the highest SaaS industry standard of 70%
- Built revenue attribution and funnel dashboards in Tableau, giving leadership visibility into conversion, pipeline and revenue performance; leveraged AI insights to accelerate analysis and identify optimisation opportunities

Director of Marketing Operations & Analytics at Stenn International | October 2024 – December 2024

FinTech global organisation providing payment services for SMEs - Company went into administration

- Defined the Marketing Operations vision, mission and strategy, establishing OKRs aligned to business goals
- Selected the tools and built the analytics to measure Brand, PR, Content and Digital performance.

Director of Revenue Operations (Global) at Lloyd's List Intelligence | April 2023 – August 2024

Licence based platform for the Maritime sector

- Directed eleven global revenue operations team, aligning sales, marketing, and customer success to drive operational efficiency
- Developed and executed a revenue operating model, increasing ACV growth from 9% to 12% (£38m to £43m) in H1
- Established Tableau powered analytics dashboards, providing real-time visibility into pipeline performance, lead conversion and sales quota attainment
- Led cost reduction initiatives, achieving a 5% decrease in customer acquisition cost (CAC) and a 5% cut in marketing spend
- Standardised go-to-market (GTM) processes, improving marketing lead win rates from 9% to 12% in a quarter
- Define and executed data governance strategy, ensuring compliance, data integrity, and better segmentation
- Migrated business intelligence insights from Tableau to PowerBI, enhancing reporting efficiency
- Partnered with Sales leaders to improve prospecting and self-service sales training capabilities
- Developed ROI measurement methodology for key Sales and Marketing platforms
- Designed internal communication strategy to regularly inform the business on projects and KPIs.

Head of Marketing Operations at Lloyd's List Intelligence (formerly part of Informa plc) | November 2021 – March 2023

Informa plc, global publishing, business intelligence, and exhibitions group sold the division December 2022

- Established a global marketing operations team of nine, managing budgets, agencies, and demand generation
- Built new end-to-end processes for campaign and lead management, increasing MQL to SQL conversation rates from 70% to 85% in a quarter
- Drove a data governance transformation, improving data hygiene by 5% MoM and coverage among top-tier accounts
- Implemented and centralised content hub, enhancing sales enablement and buyer engagement
- Procured and managed MarTech solution, ensuring smooth integrations with Salesforce, Eloqua, and Tableau
- Designed and launched a marketing onboarding program, improving team enablement and process adoption
- Prepared and presented marketing planning and quarterly reviews to showcase marketing's value.

Senior Marketing Operations Manager at Temenos | September 2021 – November 2021

FinTech SaaS for global banks

- Restructured marketing operations function, enabling smarter and faster execution
- Reviewed MarTech and processes and recommended best practices
- Achieved a 10% reduction in marketing expenditure following the request of the newly appointed CMO.

Senior Marketing Database Manager, Marketing Operations (Leader) at Criteo | March 2019 – September 2021

AdTech services for Retail and Travel Sector

- Created analytics to accurately measure multi-touch marketing attribution and ROMI
- Established the data quality strategy to incrementally improve customer and behaviour data
- Managed, coached, and mentored team members across Data, Revenue Intelligence & Enablement
- Assessed and designed CRM technology strategies to enhance business processes
- Designed and conducted onboarding for marketing and sales on data best practices and Salesforce utilization
- Provided guidance on data governance, including CCPA, PIPL & GDPR strategy.

Marketing Database Manager, Marketing Operations at Criteo | July 2017 – March 2019

Head of Data at GovNet | July 2016 – July 2017

Exhibitions for the Public Sector

- Data governance, audience segmentation and analytics for 100+ marketers. Managed team of six

Various roles Data Administrator to Head of Data at Globe Business Media Group | August 2002 – June 2016

Legal publishers for the Law Sector

- Responsibilities across Sales (prospecting), Marketing (email/digital), Business Intelligence and Analytics and Salesforce CRM design and implementation. Managed data team of 14 globally and additional offshore resources

EDUCATION:

- CIPD PASS LEVEL 7 Advanced diploma in HR Development (Business Administration and Talent Management)

QUALIFICATIONS:

- | | |
|--|--|
| - Salesforce Business Analyst Certification 2025 | - B2B Marketing course series 2022 |
| - Adobe Marketo Engage 2025 | - Lean Six Sigma Green Belt 2020 |
| - Connectd Board Advisory 2025 | - Agile Project Management 2019 |
| - Sales Enablement LXA Certification 2024 | - Tableau certification 2018 |
| - Marketing Operations LXA Certification 2024 | - Pardot 2018 |
| - Jira Basic Fundamentals 2024 | - Google Analytics/GoogleAds 2012 and 2025 |
| - Stakeholder Management 2024 | - SQL Server writing course 2006 |
| - PowerBI 2021 | - Excel Advanced certification 2003 |