

Ángel Jiménez

REVENUE OPERATIONS

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PROFESSIONAL PROFILE

Strategic Revenue Operations leader with a proven track record of driving alignment across Sales, Marketing, and Customer Success to support complex sales cycles. Deep experience optimizing GTM systems and processes, integrating platforms like Salesforce, Outreach, Gong, and Clari—to deliver scalable forecasting, territory planning, and lead-to-close efficiency. Adept at leading cross-functional initiatives, building high-performing teams, and leveraging data to inform strategy, accelerate pipeline conversion, and enhance the full customer journey in high-growth B2B SaaS environments.

Commvault (via Clumio acquisition) | Santa Clara, California

Director, Revenue Operations | Oct. 2024–Dec. 2024

- Oversaw the transition of operational knowledge, historical data, and reporting structures to ensure a smooth handover to Commvault's GTM teams, thereby minimizing disruptions in sales and marketing workflows.
- Guided the migration of all revenue operations data, systems, and processes from Clumio to Commvault, ensuring seamless integration of Salesforce, Marketo, and other go-to-market technologies with a focus on GTM systems proficiency.

Clumio | Santa Clara, California

Director, Revenue Operations | Feb. 2023–Oct. 2024

- Managed and scaled the GTM technology stack, ensuring seamless integration across Sales, Marketing, and Customer Success while leveraging GTM systems proficiency.
- Developed and executed a comprehensive GTM systems strategy, optimizing end-to-end processes including lead routing, sales operations, and customer lifecycle management with data-driven decision-making.
- Directed cross-functional projects to enhance data integrity, security, and governance within Salesforce and other GTM tools, fostering effective collaboration.
- Improved forecast accuracy by streamlining pipeline reviews and standardizing forecasting methodology across GTM teams.
- Designed and implemented sales analytics dashboards for real-time pipeline and revenue tracking.

Director, Marketing Operations | August 2022–Feb. 2023

- Managed and optimized the marketing technology ecosystem, including Salesforce, Marketo, and attribution platforms.
- Developed a robust lead management framework, increasing conversion rates and pipeline efficiency.
- Led CRM governance initiatives to enhance data quality and sales forecasting reliability.
- Established automation frameworks to improve workflow efficiency and reduce operational bottlenecks.

Planful | Redwood City, California

Director, Marketing Operations & Analytics | Feb. 2022–July 2022

Senior Manager, Revenue Operations | July 2021–Feb. 2022

Marketing Operations Manager | Jan. 2020–July 2021

- Evaluated and implemented new GTM technologies to optimize sales and marketing workflows.
- Designed revenue intelligence frameworks to enhance forecasting accuracy and inform strategic decision-making.
- Instituted Salesforce governance best practices to ensure security, role clarity, and permissions compliance.
- Developed and executed a multi-touch attribution model to measure and improve marketing impact on the pipeline.

Heavy.AI | San Francisco, California

Revenue Operations Manager | Sept. 2019–Jan. 2020

Marketing Operations Specialist | Jan. 2018–Sept. 2019

- Achieved a 20% increase in campaign effectiveness through email optimization and A/B testing
- Enhanced GTM systems by refining sales funnel processes, lead management, and CRM automation.
- Coordinated cross-functional projects to drive process improvements and elevate campaign effectiveness.
- Developed sales enablement programs to boost the efficiency and effectiveness of revenue teams.

Anaplan | San Francisco, California

Marketing Operations Specialist | Nov. 2015–Jan. 2018

- Provided strategic oversight on marketing automation and sales enablement, increasing operational efficiency.
- Optimized CRM workflows, enhancing alignment between sales and marketing teams.
- Designed and delivered training programs for internal stakeholders on best practices in CRM and automation tools.

Key Skills & Expertise

- **GTM Systems Strategy & Execution** – Architecting scalable revenue technology ecosystems.
- **Salesforce Administration & Governance** – Ensuring data integrity, security, and optimization.
- **Data Analytics & Reporting** – Delivering actionable insights and performance tracking to drive strategic decision
- **Revenue Operations & Enablement** – Driving sales productivity and pipeline growth.
- **Cross-functional Collaboration** – Partnering with RevOps, Finance, Sales, and Product teams.
- **Project Management & Execution** – Leading high-impact initiatives with strong stakeholder engagement leveraging Monday.com
- **Process Optimization & Automation** – Enhancing efficiency through technology and best practices.
- **Tech Stack Mastery** – Deep experience with Salesforce, 6Sense, Gong, Marketo, Bizible, Outreach, ZoomInfo, Ringlead, Dealhub

Education

- **Menlo College** – Bachelor of Science, Business – Marketing

Certificates

- **Hubspot** – Marketing Hub Software Certified, April 25–May 26