

Ángel Jiménez

REVENUE OPERATIONS

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PROFESSIONAL PROFILE

Strategic and execution-focused Revenue Operations leader with deep expertise in GTM systems, sales enablement, and operational scalability. Proven ability to architect and implement high-impact revenue technology strategies, streamline processes, and drive cross-functional collaboration across Sales, Marketing, and Customer Success. Adept at leveraging automation, data governance, and analytics to optimize revenue performance and enable business growth.

Commvault (via Clumio acquisition) | Santa Clara, California

Director, Revenue Operations | Oct. 2024-Jan. 2024

- Partnered with Sales and Finance to maintain forecasting continuity and pipeline visibility during the transition.
- Led the successful post-acquisition integration of Clumio's revenue systems and data into Commvault's GTM infrastructure.

Clumio | Santa Clara, California

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

- Directed cross-functional projects to enhance data integrity, security, and governance within Salesforce and other GTM tools, fostering effective collaboration.
- Owned all revenue operations functions, overseeing CRM governance, pipeline management, lead routing, and sales forecasting.
- Built and scaled GTM systems strategy, integrating Salesforce, Gong, and Marketo to enable end-to-end revenue execution.
- Partnered closely with Sales, CS, and Marketing on territory design, deal desk efficiency, and PLG signal activation.
- Drove forecast accuracy and cadence across teams, aligning Sales and Finance on booking policies and performance tracking.
- Championed AI-driven tooling for operational analytics and sales enablement initiatives.
- Developed sales enablement programs to boost the efficiency and effectiveness of revenue teams.

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

- Led cross-functional efforts to optimize CRM and sales process governance, resulting in a 15% increase in forecast accuracy.
- Built scalable forecasting and reporting frameworks across the GTM funnel.
- Evaluated and deployed new revenue technologies to reduce operational friction across Sales and CS.

Heavy.AI | San Francisco, California

Revenue Operations Manager | Sept. 2019-Jan. 2020

Marketing Operations Specialist | Jan. 2018-Sept. 2019

- Enhanced lead management systems and implemented deal desk alignment protocols to streamline sales velocity.
- Enabled data-driven decision-making through sales analytics dashboards and CRM automation.
- Achieved a 20% increase in campaign effectiveness through email optimization and A/B testing

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.

LEADERSHIP & STRATEGY HIGHLIGHTS

- Built and led RevOps and Marketing Ops teams across 3 SaaS companies during periods of rapid scale and transformation.
- Owned cross-regional field operations support models aligned to enterprise and PLG sales motions.
- Created scalable, policy-driven governance for bookings, ROEs, and deal flow across distributed sales teams.
- Trusted advisor to Sales, Finance, and Executive teams on performance metrics, GTM strategy, and scaling operations.

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
- **HubSpot** – Sales Hub Software Certified, May 25–Jun 26