

# Ángel Jiménez

REVENUE OPERATIONS

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## PROFESSIONAL PROFILE

Strategic Revenue Operations leader with 8+ years of experience designing and scaling end-to-end revenue engines for high-growth B2B SaaS companies driving 5x+ revenue growth year-over-year. Proven track record building RevOps functions from the ground up, architecting complex tech stacks, and optimizing GTM operations during critical hyper-growth phases. Salesforce expert specializing in CRM architecture, cross-functional collaboration, and implementing AI-driven automation for operational analytics and revenue acceleration.

### Totango | San Mateo, California

Director, Revenue Operations | Oct. 2025–Present

- Embed AI and automation into day-to-day operations, from lead routing to reporting, reducing manual work and increasing team efficiency
- Own key RevOps functions across the GTM organization (Sales, Marketing, CS), including CRM, tech stack, reporting, forecasting, and process design.
- Identify and resolve critical GTM workflow bottlenecks through cross-functional partnership, delivering automated solutions that improve operational efficiency
- Create and deliver actionable dashboards, analytics, and performance insights to GTM leadership enabling data-driven decision-making
- Design and maintain deal desk infrastructure with self-service pricing resources and automated routing workflows that reduce manual requests and eliminate approval delays

### Commvault (via Clumio acquisition) | Santa Clara, California

Director, Revenue Operations | Oct. 2024–Jan. 2025

- Led post-acquisition systems integration of Clumio's revenue operations into Commvault's enterprise GTM infrastructure, ensuring seamless data migration and process continuity
- Partnered with Sales and Finance leadership to maintain forecasting accuracy and pipeline visibility during M&A transition

### Clumio | Santa Clara, California

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

- Architected and owned comprehensive RevOps tech stack, integrating 12+ tools including Salesforce, Marketo, 6Sense, Gong, Outreach, ZoomInfo, and attribution platforms into unified revenue engine supporting scalable enterprise GTM motions
- Built complex lead routing frameworks and automated pipeline processes, reducing sales cycle time by 20% while maintaining 95% forecast accuracy during rapid scaling phase
- Championed AI-driven tooling implementation for operational analytics, sales enablement, and revenue optimization, delivering automated insights that improved pipeline conversion rates and reduced manual operational overhead
- Partnered closely with Sales, CS, and Marketing on territory design, account scoring models, and PLG signal activation strategies
- Enhanced forecast accuracy and cadence across teams, aligning Sales and Finance on standardized booking policies and performance tracking
- Developed comprehensive sales enablement programs with training materials and change management processes to boost revenue team effectiveness

Director, Marketing Operations | August 2022–Feb. 2023

- Managed integrated marketing technology ecosystem including Salesforce, Marketo, and attribution platforms supporting enterprise lead generation
- Developed robust lead management framework with automated routing and scoring, increasing marketing-sourced pipeline by 30% and improving MQL-to-SQL conversion by 22%
- Established automation frameworks to reduce operational friction and improve workflow efficiency across Marketing and Sales teams

### Planful | Redwood City, California

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

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

Marketing Operations Manager | Jan. 2020–July 2021

- Led cross-functional optimization of CRM and sales process governance, resulting in 15% increase in forecast accuracy through improved data integrity and standardized reporting
- Evaluated and deployed new revenue technologies to reduce operational friction and support enterprise sales cycles across Sales and Customer Success and Marketing teams
- Built scalable forecasting and reporting frameworks across the entire GTM funnel, providing sales and CS leaders with enhanced visibility into performance and productivity

## 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 comprehensive sales analytics dashboards and CRM automation supporting complex B2B sales cycles
- Achieved a 20% increase in campaign effectiveness through email optimization and A/B testing and performance analysis

## 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.

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## 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 C-level executives and Revenue leaders on GTM strategy and operational excellence

## 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