

Carla Catherine Jones

Senior Revenue Operations Leader | GTM Systems Builder | RevOps Infrastructure

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PROFESSIONAL SUMMARY

Revenue Operations leader with 14+ years building GTM systems, operating rhythms, and reporting infrastructure that make revenue teams fast, accountable, and scalable. Proven at establishing RevOps functions from zero: CRM governance, forecasting cadences, compensation design, pipeline analytics, and cross-functional alignment across Sales, Finance, and CS. Track record of measurable outcomes: 45% CRM data quality improvement, 25% YoY revenue growth contribution, 7-to-2-day deal turnaround, 18% ramp time reduction, 75% lead response improvement.

CORE COMPETENCIES

RevOps Function Build (Zero to One) • GTM Systems & Tech Stack Ownership • Revenue Analytics & Reporting • CRM Build & Governance (HubSpot, Salesforce) • Pipeline Governance & Data Hygiene • Forecasting & Variance Analysis • Compensation Design & Administration • Commission Plan Architecture (Xactly) • Dashboards & Executive Reporting • Territory & Quota Design • Cross-Functional Alignment (Sales, Marketing, CS, Finance) • Business Review Cadences • KPI & Leading Indicator Design • Change Management & Process Adoption • AI-Enabled Revenue Operations

PROFESSIONAL EXPERIENCE

HSP Group (Series B)

Dec 2021 – Dec 2024

Senior Director, Revenue Operations & Sales Enablement

- Built and owned the RevOps function from zero — systems, process, analytics, compensation, and operating rhythms across Sales, Finance, Legal, Presales, and Service Delivery
- Rebuilt CRM governance: stage definitions, field-level controls, pipeline hygiene standards; improved data quality 45%, restoring executive confidence in forecast inputs
- Designed revenue acceleration strategy with custom Salesforce pricing object — reduced deal turnaround from 7 to 2 days, cut back-channel comms 40%, accelerated contract close 30%
- Built and ran forecasting, variance analysis, and Exco/MBR cadences; gave leadership accurate, decision-ready visibility with lead time to course-correct
- Designed and administered commission plans and incentive structures in partnership with Finance; ensured accuracy, transparency, and audit trails across all seller populations

Accenture — Google Contract

Jun 2021 – Dec 2021

Sales Enablement Subject Matter Expert

- Led Google Sales Enablement Help Desk — owned SLA governance, escalation management, and operational performance across a global revenue support function
- Managed 28 offshore agents; built execution discipline, cross-functional workflows across Google IT, HR, Technology, Sales, and Compensation
- Simplified complex workflows and reduced average SLA resolution time by 22 hours; built dashboards surfacing SLA trends and process gaps globally

CJ Analytics

Oct 2019 – Jun 2021

Revenue Operations Consultant

- Built end-to-end RevOps infrastructure from zero for global B2B clients: stage definitions, pipeline governance, territory logic, SLA frameworks, CRM workflows, and KPI reporting
- Implemented Xactly compensation infrastructure for TMF Group — commission plan architecture, incentive structures, and payout workflows from the ground up
- Owned CRM implementations across five platforms: Salesforce, HubSpot, Zoho, SugarCRM, and Microsoft Dynamics

TMF Group | €1B Annual Contract Sales Org

Jun 2017 – Oct 2019

Global Senior Manager, Sales Force Effectiveness → Head of Sales Operations, Americas

- Built individual seller analytics dashboards — close rate by stage, service mix, proposal-to-close conversion — giving 140 global reps visibility into their own performance for the first time
- Built dashboards and analytics infrastructure surfacing slow MQL response rates, pipeline drop-off, and missed upsell signals; contributed to 25% YoY revenue growth
- Standardized pipeline governance, forecasting methodology, and CRM reporting across all global markets — eliminating conflicting signals that had made consolidation unreliable
- Redesigned new seller onboarding: 90/180-day milestones, SME workshops, stakeholder connections — reduced ramp time 18%
- Promoted from Head of Sales Operations, Americas to Global Senior Manager, Sales Force Effectiveness

CJ Analytics, Inc.

May 2015 – Jun 2017

Sales Performance Consultant

- Designed GTM processes, compensation frameworks, CRM workflows, and KPI reporting for B2B clients; implemented Salesforce, Zoho, SugarCRM, Sage, and Microsoft Dynamics

Spireon, Inc.

Dec 2009 – Sept 2012

Director of Sales Operations

- Redesigned MQL-to-rep workflow with automated routing and SLA governance — improved lead response time 75%, contributing to 22% YoY revenue growth
- Owned Salesforce system design, reporting architecture, data governance, and compensation reporting

EDUCATION & TECHNOLOGY

Education: BA, Liberal Studies — Arizona State University

CRM: Salesforce • HubSpot • Microsoft Dynamics • Zoho • SugarCRM

Compensation: Xactly • Excel

Analytics / BI: Tableau • Domo • Google Workspace

Rev Intelligence: Gong • Clari • Clay • ZoomInfo

AI-Enabled RevOps: Salesforce Einstein • Gong AI • Clari AI

Operations: NetSuite • Monday.com • Visio • Microsoft Office