

## ABOUT ME

For over 20 years I have worked with business leaders to create solutions and drive initiatives that ensure the organization's focus is on their customers, not their technology and process challenges.

## CONTACT

@ dea@deasimon.com

(512) 953.7668

www.deasimon.com

Austin, TX



## EDUCATION

 **CSU GLOBAL**  
BS Organizational  
Leadership (in process)

 **SALESFORCE.COM**  
Certified Administrator

# DEA SIMON

## SALES OPERATIONS PROFESSIONAL

### EXPERIENCE

#### SENIOR CONSULTANT, DSIMON CONSULTING

(2002 – date)

Salesforce.com planning, configuration, customization, integration, cleanup, administration, and training. I teach private Salesforce classes to end users and system administrators.

- SFDC application set-up, customized third-party application inclusion.
- Standard object maintenance/ customization as well as advanced object customization (custom buttons, workflows, custom objects, process builder, etc.).
- Process improvement enhancements for sales and marketing.

#### SALES OPERATIONS MANAGER, BRIGHTWHEEL

(June 2019-May 2020)

Executing the Go-To-Market (GTM) strategy + systems by partnering with the customer facing functional leaders, in Sales, Customer Success, Marketing, Finance and Engineering.

- Administration and management of Salesforce Lightning platform.
- Work with GTM organization on areas requiring training and change management.
- Lead and coordinate Sales process, strategy, and reporting within the go-to-market (GTM) organization.
- Work closely with Sales leadership to inspect process quality and prioritize opportunities for improvement.
- Partner with all teams across the company to improve cross-functional work processes and ensure alignment and execution on cross-functional strategic objectives.

#### SENIOR SALESFORCE TRAINER, JPW CONSULTING

(Oct 2016 – April 2019)

Building collaborative relationships with stakeholders and users to achieve adoption goals.

- Demonstrate SFDC capabilities through face-to-face and virtual training workshops.
- Manage training projects.
- Track and measure effectiveness of trainings.
- Change management consulting.

## SKILLS

Salesforce.com

Training & Change Mgmt

Outreach

G-Suite

MS Office

WhatFix

WalkMe

Project Management

Process Development

Sales & Mktg Operations

## SALES OPERATIONS MANAGER, LYTX

*(Nov 2014 – Dec 2015) – moved to TX*

Organized sales processes for rapidly growing transportation organization and optimized their use of SFDC.

- Support of 50+ sales team members and 30+ marketing team members on all process and operational issues and solutions.
- Successfully implemented and managed a training program for all sales-utilized technologies.
- Managed a full Marketo build from zero to full scale in 6 months including customer journeys, follow-up plans, and full automation.
- Created and managed an inter-department "Circle of Success" program, based on Agile methodologies, to ensure that the SFDC application maintained accuracy, consistency, and validity with each change request (500 users).
- Successfully implemented the use of communities for third-party telemarketing agencies used for lead generation.

## SALES & MKTG OPERATIONS MANAGER, ONE HEALTH

*(Aug 2012 – Nov 2014)*

Built and maintained a SFDC instance and provided structure and process to the newly established sales team as well as marketing and customer service.

- Reconfigured the SFDC instance to provide a true lead lifecycle process, user and data security (HIPAA compliant), and development of dashboards and custom reports.
- Quarterly training sessions for all SFDC users.
- Sales planning and analysis.
- Marketing operational support – lead B2B lead generation activities including press releases, webinars, social media, and management of all trade-shows and conferences.
- Support of all sales transactions, client invoicing, revenue management, sales compensation, and quarterly summit meetings

exec sales & mktg admin • fortunebuilders • 6/2011 – 8/2012

senior sales & mktg admin • cyntellect • 5/2009 – 6/2011

sales operations manager • bioq.com • 2000 – 2002

sales and mktg admin • woodside biomedical • 1998 - 2000

sales admin • azure environmental • 1995 – 1998

sales admin • scottish and newcastle breweries, uk • 1989 - 1993