

Ali Rizk, MBA

REVENUE OPERATIONS PROFESSIONAL IN TECH SAAS

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PROFESSIONAL SUMMARY

Hyper-growth operations professional with over 5+ years of work experience including building revenue operations from the ground up and optimizing processes in customer success, sales, and marketing. Most recently scaling Google backed SaaS company from Series A to D and scaling operations from 150 to 500 employees.

SFDC (Salesforce)	Sales Cloud	Power BI	ZoomInfo & Prospecting
HubSpot	Pardot	KPI & Road mapping	CRM Migrations
Zapier	Tableau	Budget ownership	Health Score

WORK EXPERIENCE

BenchSci (Tech SaaS Series D) | Toronto

Senior Manager, Strategic Market Development May 2023 – Present

- Drove \$2M in net new ARR by assessing over 30 new pharma accounts by analyzing product fit, competition, and prospecting, projected to grow BenchSci’s sales funnel by 10% by EOY
- Partnered with sales leaders to build revenue models that informed hiring decisions, marketing spend and assessed market fit resulting in a new revenue stream in BenchSci’s sales funnel
- Administer all marketing operations including 10+ Salesforce automations, lead quarterly GTM budget planning, help define yearly marketing KPIs, and manage quarterly board reporting

Senior Revenue Operations Manager May 2022 – May 2023

- Saved \$25k per year by initiating revamped CRM strategy through functional gap analysis, defining project scope, creating implementation plan, hiring new RevOps manager and negotiating pricing for Salesforce and consultants
- Led full Salesforce Migration including transitioning all properties, workflows, and integrations (Auth0, Aha, BigQuery). Built Salesforce training library for GTM employees
- Built multiple dashboards and reports to enable our sales, marketing & success teams to understand business health, platform usage and customer engagement

Customer Success Operations Manager May 2021– May 2022

- Improved active usage by 10% in 2 months by creating 20+ email workflows based on customer usage data, feedback from sales and by building BenchSci’s first scientific personas
- Administered all GTM’s tech stack (HubSpot, Monday.com, etc.), implemented tools such as Evisort and Calendly, and automated daily cross-functional tasks using Zapier, Stitch or Planhat
- Increased data quality through multiple iterations of data scraping and research to increase customer field data by 50% of current BenchSci customers

WORK EXPERIENCE CONTINUED

Procter & Gamble (P&G), Toronto

- Market Planning and Strategy Placement2021
- Created playbook for P&G Bounty to tackle white space at 1300 Dollarama stores across Canada; recommended SKUs for sell-in, and forecasted financials which launched post-internship
 - Analyzed toilet paper distribution across top 10 Canadian retailers; leveraged data to recommend discount SKUs to Quebec market resulting in 1% increase in market share
 - Developed first ever distribution dashboard using Power BI to analyze toilet paper distribution issues during COVID-19 panic buying; provided real-time data to leaders and salespersons

H.H. Angus & Associates, Toronto

- Engineer, Operations Consultant2016 – 2019
- Led team of 30 in design and construction of generator installation for Bell Canada; managed scope, budget, change requests, and sub-contractors; savings of \$3M in energy costs
 - Created process for junior engineers to assist leaders with business development leading to average of 1 new deal (~\$300k) per month; built training module for future users of process
 - Cross referenced multiple projects to find inaccuracies in material and labor within contracts and created contractor bidding wars saving Bell Canada a total of \$800k

EDUCATION

- Master of Business Administration | University of Toronto, Toronto2019 – 2021
- Bachelor of Electrical Engineering| McMaster University, Hamilton2012 – 2016

OPERATIONAL & TECHNICAL SKILLS

Usage Metrics	Looker	SQL	Python
Google Sheets & Excel	Heap Analytics	Dashboarding	Workflow Automations
Sales Navigator	Planhat	Service Cloud	G-Suite

AWARDS & ACHIEVEMENTS

- MBA Scholarship | Rotman School of ManagementToronto | 2019
- Lebanese Record Holder | 50m FreestyleLebanon | 2018
- Academic All Canadian | McMaster UniversityHamilton | 2016

VOLUNTEER

- Assistant Swim Coach | Golden Horseshoe Aquatic ClubHamilton | 2021 - Present
- Assistant Swim Coach / Crescent Town Swim ClubToronto | 2016 - 2021