

Lance Lew

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Energetic, driven and passionate with a proven comprehensive Sales Operations foundation. Track record includes supporting but not limited to Sales & Marketing Automation, Sales Enablement, Sales Process Flow, Sales Strategy. Results oriented, strong leader mentality with proven results in a variety of Sales, Marketing, and Enablement perspectives.

Sales & Marketing Automation
Quota & Compensation Program Management
Reporting & Analytics
Territory Management

Salesforce.com Administration & Implementation
Sales Contract Analysis & Administration
Sales Process & Sales Flow
Data Integrity

PROFESSIONAL EXPERIENCE

Apprentice.IO, Jersey City, New Jersey

2022 - 2023

Sales Operations Manager (*Fully Remote*)

- Managed the day to day maintenance of Apprentice's sales tech stack including Salesforce.com.
- Partnered with Strategy & Marketing to develop top of funnel process & KPIs
- Partnered with Customer Success to manage the overall Renewal Process.
- Assisted in the development and program administration of current Compensation Model
- Re-Engineered the entire Sales Process inside of salesforce.com & included the major cross-functional teams.
- Leverage business knowledge and expertise to drive business process improvements
- Drove initiatives for Data Quality & Integrity protocols to ensure accurate reporting.

Forward Networks Inc, Santa Clara, California

2019 - 2022

Sales Operations Manager

- Assisted in developing and driving the roadmap for implementation of territory & quota, enabling effective sales planning and ongoing operational functions in a high growth organization.
- Help formulate, govern, and handle policy and process surrounding sales hierarchy, quota setting, participant data, and on-boarding
- Developed, Managed and Executed on overall Sales Quota Compensation Model
- Spearhead strategy and vision of intelligent goal setting and territory creation through the adoption of tools for market segmentation, and account planning.
- Interim Manager for Inside Sales Representative Team.
- Assisted in the development & management of the Lead to Cash Workflow
- Help lead cross-functional efforts in building scalable, connected reporting and planning environments
- Collaborate cross functionally in providing hands-on training to sales users on models and processes
- Leverage business knowledge and expertise to drive business process improvements
- Perform ad-hoc reporting and analysis as needed, including Executive and Board Level Material

Yubico, Inc, Palo Alto, California

2017 – 2019

Manager, Sales Operations

- Act as primary liaison between Sales, Production and Operations teams to ensure customer needs are met
- Build and help to standardize business reporting for strategic analysis and internal business review
- Own the end-to-end process of tracking the sales funnel and operational metrics and deliver regular insights to the business; define and deliver techniques to improve funnel performance with Marketing for sales management

- Own Salesforce administration and project prioritization
- Developed reporting infrastructure for both Sales Forecasting & Manufacturing Forecasting
- Create and maintain documentation on sales processes, policies and relevant sales training materials as well as assist with onboarding new sales talent
- Work with Finance, HR and Sales management to develop sales incentive programs and compensation planning in order to increase sales productivity

Imperva, Redwood City, California

2015 – 2017

Sr. Analyst, Channel Sales Operations

- Provided day-to-day functional support to the global Channel Sales Organization, which includes managing the Partner Ecosystem
- Developed Global Channel Reporting Metrics for Imperva PartnerSphere Program including Goals and KPIs for both the Partner Community & the Channel Account Team
- Updated Global Sales Motion Workflows to maximize efficiencies and reduce bottlenecks across the organization.
- Developed Operational Components of PartnerSphere Partner Program Launched in August 2016
- Participated in developing Sales Quota & Compensation Components for the Global Channel Account Team
- Provided Deals Desk Support to ensure accuracy across the sales workflow

Sumo Logic, Redwood City, California

2014 - 2015

Manager, Sales Operations

Provided day-to-day business functional support to a number of cross-functional teams including Sales, Marketing, Finance, Engineering and Product Management.

- Main point of contact for all administrative functions for salesforce.com.
- Executed on developing reporting & Dashboard metrics for both Sales & Finance teams
- Integral with Planning Process for forecasting, HC Planning, Sales Tools forecasting & budgeting
- Partnered with other cross-functional teams to provide guidance on key business processes and tools
- Internal Main Point of Contact for Sales Tools including salesforce.com, Zuora, Docusign, Yesware as well as other sales tools
- Responsible data quality & data hygiene
- Developed Rules and Guidelines for Managing Upgrades and Renewals & responsible for deal accuracy.

Dell Software Group, San Jose, California

2011 - 2014

Partner Management Sr. Advisor

Responsible for the day-to-day business analytics & reporting related to Dell Software Partner Marketing Team

- Provided support to Partner Marketing, Sales, Sales Operations and Executive team for items related to overall health of the Dell Software Group

Salesforce.com Admin Analyst (prior to being acquired by Dell in May 2012)

Responsible for the day-to-day business activities related to Sales & Marketing Partner Functions

- Provided support and guidance to Sales, Marketing, Operations and Executive team for items related to Salesforce.com, both internally and externally

RiseSmart, Inc., San Jose, California

2011

Marketing Automation & Analytics Manager

YottaMark, Inc., Redwood City, California

2009-2010

Partner Manager/Sales Operations

Adobe Systems Incorporated, San Jose, California

2000-2008

Project Manager - WorldWide Sales and Channel Operations

EDUCATION

Bachelor of Science – Business Admin Major Management, Minor - Advertising

San Jose State University