

# Blaine Jensen

## Sales and Customer Support Operations Leader

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Results-driven senior operations executive encompassing Sales, Operations and Customer Service with a proven track record building and supporting sales and revenue teams by delivering data-based balanced insights and solutions to complex challenges. Recognized as a forward-thinking leader adept at executing ideas, building programs, and leading initiatives. An advocate of collaboration that leverages cross-functional teams to ensure aligned objectives and operational efficiency in pursuit of executable organizational goals.

### Leadership Qualities:

Strategic Planning	SaaS and Enterprise Software	CRM Administration
Sales Leadership	GTM Execution	People Leader
Account Management	Budgets and Annual Planning	Capacity Modeling
Bookings Forecasting	SOX ASC 606	Acquisition Integration
Sales Compensation	Project Management	Sales Enablement

### Sales and Customer GTM Highlights:

- Sales stack owner and administrator - Salesforce, CPQ and CLM systems, processes and technical teams
- Annual GTM and sales strategy planning (8 years) along with capacity modeling and planning
- Built, operated and managed Deal Desk teams and Pricing functions
- Led the cross company collaboration on annual sales and bookings analytics linked to sales strategy and supported all sales company reporting for performance management
- Mergers: sales acquisition integration (6) of organizations, data and process for revenue acceleration of pipeline, bookings targets, sales coverage and commission plans.
- Created sales certifications for on-boarding programs and sales enablement certifications for both new and experienced sellers
- Business owner for all Sales compensation and annual planning
- Sales and Account Management; exceeded quota (Club winner 3 years)
- Relationship management and multi-year contract negotiation for large global customers to ensure high levels of customer satisfaction and account expansion
- Possess two Masters degrees, one being a MBA, Six Sigma Black Belt

### Work Experience:

#### **Bloomreach – Director of Sales Operations**

November 2020 - May 2023, HQ Mountain View CA

High-growth pre-IPO software SaaS company with responsibility for scaling sales and revenue operations (over 200%). Strategic partner to the CRO and CFO for growth and retention. Globally responsible for forecasting, go-to-market and territory management, annual planning, incentive compensation plans, Pricing and Deal Desk, sales technology stack, CLM and CPQ and performance reporting and analytics. Completed one highly successful acquisition.

#### **Aptos, Inc. – Director of Sales Operations**

2013 to 2020, HQ Atlanta GA

Software SaaS company with responsibility to build out and scale Sales Operations for top line growth. Sale of the company to Goldman Sachs MBD after many years of double digit growth. Established and built out the Sales Operations function. Built, deployed and managed both the sales approval decision policy and deal desk function globally. Completed 4 acquisitions and implemented Salesforce CRM in

90 days. Managed territories, quota, forecasting, and sales compensation. Ensure adoption of a well-defined sales process and KPIs for consistent repeatable, and predictable revenue. Pricing, RFP's, quoting, discounting and sales order administration.

### **Blue Yonder (JDA) – Sr. Director of Sales Operations**

2012 - 2013, HQ Scottsdale, AZ

Managed the Sales and Marketing Operations function for the Software Sales group globally. Over 10 direct reports. Sales forecasting, financial planning and budgeting processes used within the sales organization, implemented a comprehensive Salesforce compliance program, global sales enablement and training responsibility, quota management and compensation, and acquisition integration manager for the Sales and Marketing organization.

### **Skyline Partners and TowerSource – Partner VP Operations**

2009 - 2014, HQ Denver, CO

Responsible for on-line and data sales, strategic services for clients, product development and marketing, customer and sales operations and strategic partnerships. Acquired Mosaik Solutions, 2014.

### **Oracle, Inc. (Sun Microsystems) — Global Sales Operations**

2001 - 2008, HQ Broomfield, CO

Global Partner and Program Manager - revenue attainment for storage products, software and services through Sun's global storage partners. Services attach initiative (\$60M growth), Global deal desk management program owner – sales approval policy, deal management process, global deal review management, and managed global risk mediation programs due to export controls violations.

### **Oracle, Inc. (Sun Microsystems) — Sales and Account Management**

1995 - 2000, HQ Menlo Park, CA

Sales and Account Management, exceeded quota (3 years) 1997 to 1999. Negotiated multi-year contracts. Provided management to the local team office. Relationship management for large global customers to ensure high levels of customer satisfaction and account expansion.

## **Education**

**Master of Science** -  
University of Denver,  
Concentration: Leadership

**Master of Business  
Administration** - Northern  
Illinois University,  
Management Information  
Systems

**Bachelor of Science** -  
University of Wisconsin -  
Superior, Majors: Economics  
and Finance

## **Operational Tools**

Salesforce, Excel,  
ChurnZero, Clari, Tableau,  
Power BI, HubSpot, Marketo,  
Captivate IQ, Exactly,  
DocuSign, GONG, SalesLoft,  
ZoomInfo, LinkedIn Sales  
Navigator, DemandTools,  
Adaptive, Exactly

## **Training and Skills**

Sigma Black Belt, Challenger  
Selling, Value Selling, Clari  
Admin Certified, Applied  
Consulting Skills for  
Delivering Value, Situational  
Negotiation Skills, Holden's  
Power Base Selling,  
Facilitation Skills