

John Koopman

Executive Sales & Operations Leader



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[Linkedin Profile](#)

Summary

Experienced operations and sales leader taking a data-driven approach to optimizing go-to-market strategies and processes. I have a passion for working cross-functionally to define meaningful KPIs that yield predictable revenue and transparency to help marketing, sales and customer success teams exceed their goals.

Education

2010
BS, Behavioral Science
University of Kansas

2011
**Graduate Certificate,
Community Health**
University of Kansas

Expertise

- KPI definition & reporting
- Budgets & operating models
- Sales process optimization
- CRM administration
- Project management
- Forecasting
- Compensation & territory plans

References

Steven Baumgartner

Operating Partner, Diversis Capital

Brad Habansky

CRO, Inriver

Experience

Inriver

Vice President, Revenue Operations (03/2023 - 10/2023)

- Led global sales operations, sales enablement and business development teams (20 employees).
- Designed and implemented a full-funnel sales cycle, boosting deal size and shortening average cycle time.
- Delivered Executive and Board KPI reporting including trend analysis and strategy recommendations.

Global Director, Revenue Operations (01/2021 - 03/2023)

- Developed annual operating model to set revenue and lead generation targets for sales and marketing.
- Managed tech stack including procurement, negotiation, implementation, and enablement of 10+ vendors.
- Designed commission plans and sales territory strategy across all sales departments.

Director, North America Sales Development (12/2018 - 01/2021)

- Led the NA sales development team to account for > 50% of company revenue.
- Collaborated with marketing to create campaigns and exceed opportunity generation goals year-over-year.
- Developed and launched prospecting playbook to increase SQL to SAL conversion rates by 25%.

Sales Empowerment Group

Vice President, Sales and Operations (12/2017 - 12/2018)

- Oversaw sales, recruiting and training departments of a 60+ employee team.
- Maintained over 95% client retention and over 50% customer growth.
- Created and launched new company values and culture initiatives.
- Designed performance tracking infrastructure and reporting deliverables for clients.
- Created partner network for new revenue and talent acquisition channels.

InfoScout

Director, Inside Sales (10/2016 - 12/2017)

- Exceeded personal annual sales quota of \$750k within six months.
- Doubled the size of the inside sales team while exceeding 100% team quota for meetings set.
- Created executive reporting and dashboards while serving as Salesforce administrator.
- Launched new pricing and product offering strategy for mid-market approach.

Channel IQ

Sales Operations Manager (09/2014 - 10/2016)

- Optimized and maintained the CRM as Salesforce administrator.
- Delivered KPI trend analysis for monthly board meetings.
- Managed negotiation, procurement and implementation of tech stack.

Account Executive (01/2014 - 09/2014)

- Prospected Fortune 1000 companies to create net new business opportunities.
- Led company in opportunities created while exceeding 125% of quota.

Reading Power

Director, Administrative Services (10/2011 - 01/2014)

- Grew donor network by 80% and annual contributions by 50%.
- Conducted research and prepared grant proposals and program effectiveness reports.
- Analyzed and assessed program outcomes for performance improvement.
- Managed website maintenance, general ledger and donor database via Salesforce, GiftWorks, and QuickBooks.