

BRETT SHORTS

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Adaptable and data-driven leader experienced in various industries and organizations ranging from very small to multi-national. Proven ability to inform business decisions with insightful analysis and modeling and to drive productivity through process automation. Works cross-functionally to support sales, finance, marketing, and product teams. Recognized for a collaborative approach, ability to synchronize strategy and operations, and willingness to resolve a wide range of challenges.

SELECTED ACCOMPLISHMENTS

- Implemented HubSpot automated marketing, resulting in a 30% increase in marketing team efficiency.
- Prevented 20 businesses (\$40M revenue) from closing – performed deep dives and created clear action plans.
- Preserved \$80M revenue and brand presence in 10 markets through the acquisition and integration of a bankrupt franchisee.
- Consolidated sales compensation management for 5 sales teams with a \$190M quota; assembled a support team for sales reporting, analysis, and compensation management.
- Improved close rate and pricing competitiveness by identifying and correcting a pricing calculation error that inflated estimated cost by 80%.

SOFTWARE SKILLS

Excel (expert), Salesforce.com (admin), PowerBI, HubSpot, ZoomInfo, Outreach, Plauti, Lucid Chart, PowerPoint, Lusha, Google Sheets

PROFESSIONAL EXPERIENCE

CRITICAL INSIGHT

June 2021-Present

Cybersecurity Services

Director, Sales and Marketing Operations (100% Remote)

- Manage 1 contractor.
- Realigned tech stack to support strategic objectives and operational processes by canceling under-utilized SaaS and implementing new solutions. Reduced annual spending on SaaS by more than 30%.
- Built dashboards and reports in Salesforce and PowerBI to track and manage KPIs and OKRs consistently across functional teams, executives, and the board of directors.
- Enabled data-driven decisions and improved planning by developing flexible, multi-year models for recurring revenue sales (ARR) and Customer Acquisition Cost (CAC).
- Designed and implemented automated workflows that minimized manual tasks and improved data consistency and quality.
- Planned and facilitated Quarterly Business Reviews (QBRs).

TERRASOURCE GLOBAL, A HILLENBRAND COMPANY

Nov 2019-June 2021

Heavy Equipment Manufacturing

Director, Sales Operations and Service

- Managed a team of 3 direct reports and 12 indirect reports.
- Provided strategic and operational leadership for Sales Operations, Field Service, Customer Service, and Marketing. 3 direct and 12 indirect reports.
- Updated pricing model using statistical analysis rather than standard percent increase across all products.
- Restructured Customer Service team to include more selling versus order taking.
- Designed and implemented reporting and dashboards that improved quote follow-up and conversion.
- Improved Salesforce.com partner portal usage by more than 300% through design improvements.

ALLSCRIPTS, EPSi (SaaS – Healthcare)

Oct 2018-Nov 2019

Sales Operations Manager (90% remote)

- Created pricing configurator (CPQ) in Excel for new SaaS solutions.
- Developed pricing models for new products and managed the quote process.
- Maintained data integrity and quality of accounts and contacts in Salesforce.com and MailChimp.
- Conducted weekly forecasting calls with the sales team to ensure opportunities were progressing and to develop an accurate sales forecast.

PROFIT SOUP

Mar 2016-Sep 2018

Financial Education*Director of Product Management and Operations (100% Remote)*

- Collected customer feedback and analyzed customer engagement to improve the product offering, marketing efforts, and sales effectiveness.
- Identified prospects, and developed and executed marketing programs using ConstantContact, trade shows, and networking.
- Built relationships with clients and prospects to design appropriate solutions comprising various products.
- Delivered client projects, summarizing key insights and takeaways, including dashboards and complex financial analyses.

ELSEVIER

Sep 2011-Mar 2016

Health Information Solutions*Sales Operations Manager, Clinical Solutions (75% Remote)*

(1/2014-3/2016)

- Managed a team of 4 direct reports.
- Implemented operational metrics, reporting, and dashboards to support sales managers and improve sales forecasts.
- Consolidation of data from Siebel CRM, Salesforce and other systems; resulted in improved sales reporting and analysis and decision making.
- Managed sales incentive compensation plan, including territory management, quota setting, and calculation of payments for 30 sales professionals across 3 teams with a combined quota of \$190M.

Business Controller, NHP – e-Products

(9/2011-1/2014)

- Collaborated with Sales, Marketing, and Product teams to create realistic business plans and financial models for new products.
- Developed strategic plan for new electronic products and migration from print, including cannibalization.
- Managed IT development and operating expenses (\$28M annual) to support decisions with ROI and NPV analysis.
- Performed financial due diligence for potential acquisitions and partnerships.

CCA GLOBAL PARTNERS - PROSOURCE

Feb 2007-Sep 2011

Franchising*Manager, Finance and Operations*

- Managed 1 direct report and 2 contractors.
- Collaborated with franchisees, field support, merchandising, and marketing to understand program needs and coordinated improvements through IT vendors and internal IT.
- Financial, Business, & Strategic analysis and planning - Coordinated operational budgets/plans for both corporate and stores, developed business plans for new product expansions, and performed financial analyses to support strategic decisions.
- Defined KPIs and implemented dashboards including product mix, customer mix, new/won-back customers, etc., resulting in improved store profitability and increased corporate revenues.
- Developed strategic plan to build out IT capabilities to support store growth and improve franchise analytics and marketing effectiveness.

EDUCATION**Master of Business Administration (MBA)**, Washington University in St. Louis, Olin Business School**Graduate Certificate - Human Resources Management**, Washington University in St. Louis**Bachelor of Science - Accounting**, Truman State University