

# Sarika Mandalia

Sales & Marketing Operations / Sales & Marketing Processes / Strategic / Global



## Profile

Over 7 years' experience in Sales & Marketing Operations with profound knowledge, in designing and implementing processes and systems, enabling sales & marketing teams. Along with, strong stakeholder engagement experience in building relationships with leadership teams and cross-functional teams globally.



## Employment History

### Senior Sales Development Operations Manager, Bottomline Technologies, London

July 2022 - Present

- Sales Development Operational oversight for EMEA and APAC Region.
- Operational support for Sales Development and Sales, including management of the Sales Development Reps day-to-day activity, lead management, and designing and implementing processes.
- Delivering reports and dashboard to leaders on KPIs, performance, MQLs, ARR contribution, pipeline, campaign performance, connect rates, forecasting, win rates, etc.
- Quota setting for Sales Development and territory planning/alignment with Sales and Marketing.
- Partnering with cross-functional leaders on multiple projects, designing and implementing processes and tools that will support revenue generating teams. Go to contact for aligning marketing ops, sales ops.
- Delivered a performance evaluation plan and future career paths for the SDRs within three months of my role.
- Sales Enablement: oversight of the tech stack, including Outreach, Drift, LISN, DemandBase, and Salesforce. Providing best practices and support.
- Being the operations lead in bringing in marketing and sales development teams for alignment on marketing campaigns and sales tactics.
- Training EMEA and APAC Sales teams on best practices for Salesforce for lead management and pipeline tracking. Developing processes and documentation.
- Educating the Marketing team on the lead management to pipeline funnel and the in-between touchpoints and processes that leads to effective ROI.
- Working on multiple projects with the Director of Global Sales Development Operations based in the US including, training, Salesforce developments and systems/process review.
- Developing outbound messaging for Sales Development to leverage in their outbound activity.
- Connecting with Sales Leaders monthly to review metrics and discuss sales tactics. Including pipeline management and dead opportunities in review for reengagement.

### CRM Manager, EMEA at FTI Consulting, London

June 2020 – June 2022

- Lead CRM in EMEA, delivering the strategy for the region in alignment of the global strategy.
- Part of the Global Project in reviewing the CRM system for the business and participated in an RFP process and built user case requirements and integration documentation.
- Positioned as the key advisor in driving CRM adoption and engagement within the business segments.
- Developing and executing change management and adoptions initiatives with the power champions to increase the usage and adoption of CRM.
- Presenting and delivering training/workings to multiple stakeholder groups, including practitioners, business development, consultants, EAs. Best practice on Salesforce, pipeline management, and LinkedIn Sales Navigator.

## Details

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## Skills

Sales & Marketing Operations

Sales Performance

Sales Processes

Revenue Operations

Stakeholder Management

Change Management

Business Process Management

Business Strategy

Business Intelligence

Reporting Analysis

Project Management

CRM Strategy

Marketing Automation

Marketing – Lead Generation

Customer Experience

Problem-solving

Delivering Training/Workshops

Presentations

Mentoring

Salesforce

Pardot

Tableau

LinkedIn Sales Navigator

Outreach

DemandBase

Drift

- Partnering with business development representatives to drive pipeline activity and adopt BD best practice.
- Acting advisor on reviewing and supporting processes on MarTech platforms.
- Raising awareness to stakeholders of business development and pipeline management and the value it can bring using CRM.
- Consulting marketing teams on campaign execution; to consider lead generation avenues, digital tracking, business development opportunities, and campaign ROI.
- Providing reports and dashboards which included information on pipeline, new business, forecasting, win/loss analysis, campaign ROI.
- Supporting marketing teams with campaign execution, acting as an advisor on considerations for lead generation, tracking, BD and ROI.
- SME on the marketing compliance framework in according to regional data protection regulations (GDPR, DIFC, POPIA, CASL etc).
- Participating in global strategic projects to review CRM and Martech and developing strategic plans from a regional perspective.
- Leading and managing multiple projects change management, CRM processes and policies, marketing automation, Martech review, training, campaigns through Asana.
- Technical understanding on systems integration in alignment with CRM and providing best practice and solutions to marketeers and the business practitioners to support their requirements.

### **Senior CRM Analyst at Efficio, London**

Feb 2020 – May 2020

- Sales/RevOps role.
- Responsible for managing CRM and BD research projects.
  - Implementation of a new robotics system to replicate they human side of carrying our research and administrative tasks.
  - Introducing a new business process and functionality on how to use leads and measure conversion metrics, digital channels.
- Developing a CRM strategy and encouraging accurate data entry and maintenance across all regions.
- Overseeing the BD Research team and developing processes on activities.
- Part of internal project team to scope and launch a new ERP system.

### **CRM Business Analyst (Sales Operations) at Efficio, London**

July 2018 – Jan 2020

- Responsible for sales/rev operations and working with the senior leadership team to manage the pipeline with new business development opportunities - ensuring the commercials and forecasting on projects are accurate and realistic. For example, what are the commercials and how much revenue would we gain from the client and realistically how many FTEs are required for the project.
- Delivering insights to the stakeholder to drive key decisions through BI reporting. For example, delivering opportunities to new markets and directions of which lead generation channels are working specifically to the regions.
- Worked on a developing a sales strategy and processes to identify key triggers in the marketing i.e. new CPOs, new CFOs, M&A deals, Profit Warnings to generate potential leads for the BD team using MergerMarket, LinkedIn and alerts.
- Developing dashboards on Tableau to report on KPIs; how many sales generated, comparisons year on year, percentage of growth, current pipeline value, win/loss analysis, campaign metrics etc.
- Working on business process initiatives to provide transparency on opportunities. For example, process on managing leads effectively and tracking lead generation and conversion.
- Building automated client engagement journeys for marketing campaigns globally and locally.
- Working with other stakeholders and functions of the business i.e. the finance dept to look at new financial systems and resourcing tool; working with the PR

and Comms team to drive the internal communications tool and providing solution to the team on how they how report on the value of the work contributed to the business.

- Mentoring/training junior members/colleagues on projects and identifying areas of development but allowing them to grow in their roles and take responsibility. Officially managing one reportee.
- Training users on how to make the most out the CRM system.
- Projects worked on: implementation on a new leads/sales process, RPA system for BD research, supporting role for a new ERP in the business.

#### **CRM Executive at Efficio, London**

November 2016 – July 2018

- Salesforce & Pardot Administrator and proactively seeking new developments to enhance the system and business requirements.
- Developing an architecture with configurations.
- Working with the senior management team (VPs/Principals) and collectively working with the business development team.
- Owning and managing the business pipeline and forecasting.
- Reporting & Dashboards (Weekly BD reports, monthly reports/decks for the management team/board, campaign reports, marketing dashboard, BD Dashboards, regional dashboards and adhoc reporting for internal clients).
- Working with global markets (UK, North America, Germany, France, Italy, Nordics, MENA).
- Maintaining data cleansing initiatives for Salesforce and Pardot database.
- Data segmentation for targeted campaigns.
- Developing automated campaigns in Pardot.
- Working with external clients/partners.
- Systems implementation.

#### **Marketing Co-ordinator at BSS Industrial (Travis Perkins Group), Leicester**

April 2015 - November 2016

- Developing the customer engagement strategy – key segments: acquisition; new business; reactivation and demand creation.
- Implementing predictive analytics and customer segmentation models to reduce churn analysis; product up sell/cross sell opportunities and increase CLV.
- Targeted direct mail and email campaigns using a marketing automation tool to track click-throughs and open-rates.
- Maintenance of the CRM database.
- Profiling customers by market sectors to analyse potential opportunities.
- Liaising with agencies to develop a customer loyalty programme depended on their spend with the business.
- Working with the inhouse telemarketing team to ensure their leads are followed up with.
- KPI reporting / monthly board report / campaign analysis.
- Stakeholder management with the regional sales team from account managers to directors.
- Knowledge of business systems and processes.
- Working with the customer insights team to understand customer behaviour and providing data for research for effective campaigns.

#### **Project Marketing Assistant at BSS Industrial (Travis Perkins Group), Leicester**

February 2015 – April 2015

#### **E-learning Training Assistant at BSS Industrial (Travis Perkins Group), Leicester**

July 2013 – January 2015



## Education

**BSc (Hons) Business and Management (Marketing), Brunel University, London**

September 2009 – June 2012

**A Levels, Wyggeston Queen Elizabeth I College, Leicester**

September 2006 – May 2009

Applied Art & Design, Business Studies

**GCSEs, Crown Hills Community College, Leicester**

August 2002 – July 2007

10 GCSEs



## Memberships

Revenue Operations Alliance – Ambassador

RevOps Co-Op



## Hobbies

Interest in art and avid painter in the spare time. At Efficio I took the initiative to source art for the office. On the contrary to cultural activities, I take an avid interest in sports and I regularly play squash, badminton and swim, and recently taken upon the interest of archery.