JULIAN MERCER

SALES OPERATIONS MANAGER

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PROFESSIONAL SUMMARY

Sales Operations Manager with 8+ years managing Salesforce, forecasting, territory design, and compensation planning for B2B sales teams. Builds clean processes and trusted data so leaders can plan capacity, inspect pipeline, and help reps spend more time selling.

PROFESSIONAL EXPERIENCE

Sales Operations Manager May 2024 - Present
Atlassian, San Francisco, CA

- Owned the weekly forecast process for 85 sellers, improving commit accuracy from 82% to 94% over four quarters.
- Redesigned lead-to-opportunity routing in Salesforce and Outreach, reducing median lead response time from 3 hours to 25 minutes.
- Automated deal desk approvals with Salesforce Flow, cutting average discount approval time from two days to six hours.
- Implemented a deal-inspection scorecard tied to opportunity stages, helping managers flag at-risk deals earlier in weekly reviews.

Senior Sales Operations Analyst Jun 2021 - Apr 2024
Okta, San Francisco, CA

- Administered Salesforce objects, validation rules, and reports for a 120-person sales organization.
- Modeled sales compensation plans and accelerators with finance, delivering accurate quarterly payouts with minimal disputes.
- Led CRM data hygiene initiatives that raised required-field completion on open opportunities from 71% to 97%.
- Built a capacity planning model with finance to guide hiring across four regions, reducing quota-coverage variance to 5%.

Sales Operations Analyst Jul 2019 - May 2021
VMware, Palo Alto, CA

- Maintained Salesforce reports and dashboards for regional sales managers, cutting manual spreadsheet requests by about a third.
- Cleaned account and contact records ahead of territory changes, reducing duplicate accounts and misrouted leads.
- Prepared monthly quota attainment and pipeline summaries for sales leaders, reconciling bookings data with finance.

Business Operations Analyst Aug 2018 - Jun 2019
Cisco, San Jose, CA

- Analyzed bookings and win-loss data to identify the highest-converting segments for regional campaigns.
- Built SQL and Excel models for quarterly pipeline reviews presented to regional sales vice presidents.

CORE SKILLS

Salesforce administration | Sales forecasting | Territory planning | Quota modeling | Compensation design | Pipeline analytics | Salesforce Flow | Tableau | SQL | Deal desk | Lead routing | Process design | Data governance | Sales enablement

EDUCATION

B.S. in Industrial Engineering, Purdue University, West Lafayette, IN

CERTIFICATIONS

Salesforce Certified Administrator | Salesforce Certified Sales Cloud Consultant