

Kerry Hartley

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Hiring Manager
Airbnb
San Francisco, CA

Dear Hiring Manager,

I'm excited to express my interest in the NAMER Sales Operations Lead role at Airbnb. Over the course of my career, I've operated at the intersection of data, strategy, and operations, building scalable processes that drive measurable revenue growth, while partnering across global and regional teams to optimize acquisition and sales performance.

At Accenture, supporting Pinterest, I honed my ability to translate large volumes of sales and performance data into actionable insights that informed VP-level decisions and ultimately contributed to earnings call reporting. I developed deep expertise in capacity planning, forecasting, and rhythm-of-business processes, enabling high-performing sales teams to execute efficiently in a fast-paced, publicly traded ad sales environment.

At Camunda, I served as the primary North America point of contact, aligning operational initiatives, ensuring data integrity, and coordinating cross-functional stakeholders—including the VP of Sales, CRO, and EMEA counterparts. I led initiatives to optimize acquisition funnels, creating the Pipeline Generation Council that improved Sales Qualified Opportunities by 181% YoY, co-owned the rollout of Rules of Engagement to streamline GTM processes, and managed regional and global incentive programs. Across all initiatives, I translated data into actionable insights that improved team execution and drove measurable revenue growth.

Alongside my corporate experience, I co-founded Wags For Us, a pet services business my wife and I built from the ground up. I led operations, CRM architecture with Odoo, and revenue strategy, serving over 350 clients with 150+ five-star reviews. Even as we moved locations, we maintained client retention and repeatable acquisition funnels using third-party platforms like Rover. This entrepreneurial experience taught me how to build scalable, repeatable processes, balance strategic growth with operational efficiency, and maintain client satisfaction in a lean environment.

Most recently, I became a licensed realtor with Harry Norman, REALTORS®, completing rigorous world-class training and passing my licensing exam on the first attempt with high marks. I translate high-level market data into actionable insights for clients, implement

inbound and outbound lead generation strategies, host open houses, and maintain active engagement with my pipeline. This experience reinforces my ability to combine data, strategy, and client-facing execution, skills directly transferable to leading North America acquisition and outbound sales operations at Airbnb.

I am drawn to Airbnb because it represents an opportunity to leverage my global and North American revenue operations experience, cross-functional expertise, and entrepreneurial mindset to optimize acquisition, funnel efficiency, and team performance. I thrive at the intersection of strategy and execution, and I am eager to help Airbnb scale its North America operations while maintaining operational excellence and flexibility for regional nuances.

Thank you for considering my background for this role. I would welcome the opportunity to discuss how I can contribute to Airbnb's growth and operational success in North America.

Best regards,

Kerry Hartley