

Kerry Lee Hartley

Sales Operations Leader

CONTACT

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- 📍 Atlanta, GA

EDUCATION

Florida Agricultural and Mechanical University

BA In Environmental Studies
Minor Public Relations
2016-2018

Eastern Florida State College

Associate in Arts – Engineering
2011–2014

SKILLS & SOFTWARE

- Salesforce
- Data Visualization (Looker/Tableau/MetaBase)
- Advance Excel/Sheets
- Revenue Intelligence (Clari/Gong)
- Scripting (Python / SQL)
- Process Orchestration and Automation (Camunda)
- Data Management (Dataloader.io)
- Project Management (Asana/Slack)
- Gainsight
- Advance Analytics (Forecasting and Projections)
- Data Storytelling & Cross-Functional Communication
- Automation Tools (Rattle)
- Data Enrichment (6Sense, Bluebirds, LeadIQ)
- Outreach/SalesLoft

CERTIFICATIONS

Ranger - Salesforce

salesforce.com/trailblazer/kerryhartley

VOLUNTEER WORK

The Faith Center

Parking Ministry Captain

Black Boys Code Atlanta Chapter

Volunteer Instructor

GTM Strategy & Operations leader with a proven track record of developing and scaling GTM strategies to enhance sales productivity and achieve significant revenue growth. Deep expertise in leveraging data analytics, CRM, and process optimization to drive impactful initiatives and build strong foundations for growth. Adept at cross-functional leadership and collaboration.

EXPERIENCE

GTM Strategy & Operations Manager AMER/APAC – Camunda

Atlanta, GA | 12/2025 – 07/2025

- First hire in newly created role supporting VP of Sales AMER/APAC, contributing to a 33% YoY increase in bookings
- Launched and led cross-functional Pipeline Generation Council, boosting SQOs by 181% YoY
- Designed and rolled out AE compensation plan with net-new logo gate, driving 59% of company-wide bookings in Q4–Q1
- Built and maintained Clari and Salesforce dashboards for global forecast calls, QBRs, GTM all-hands, and exec 1:1s
- Collaborated with cross-functional teams (CSM, ADR, Product Marketing, Legal, Deal Desk, etc.) to break silos and drive alignment
- Launched FY25 Rules of Engagement which streamlined GTM processes, improved team alignment, and a focus on efficient revenue generation
- Established GTM cadences, increasing forecast accuracy and sales execution consistency
- Contributed to 135% YoY ARR growth and 156% YoY net-new ARR in Q1 FY25 through strategic GTM support
- Led territory redesign during reorg, realigning 15 territories and over 20,000 accounts

Sales Strategy & Operations – Accenture | Pinterest

Atlanta, GA | 05/2023 – present

- Recruited by Accenture to design and implement business processes and boosted sales productivity and operational efficiency across the organization
- Interim lead for Sales Operations Team focused on data analysis and insights
- Utilized Salesforce, Looker, Gong, and Excel for performance optimization
- Delivered sales insights that led to a 20% improvement in forecasting accuracy
- Conducted competitor analysis to influence strategic sales initiatives
- Developed automated reporting systems, increasing efficiency by 30%
- Optimized commercial operations processes, reducing overhead costs by 10%
- Conducted market analysis to identify and present growth opportunities
- Worked closely with Sales, Marketing, and Product teams to ensure alignment
- Improved sales forecast accuracy by identifying and correcting discrepancies

Sales Strategy & Operations Sr Analyst - Wags For Us Pet Care

Atlanta, GA | 07/2021 – 05/2023

- Collaborated closely with the CEO to conduct thorough discovery, analysis, and recommendations for strategic enhancements to the CRM platform
- Spearheaded the insights and analytics for a portfolio of 315 account reducing churn

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