**Sean Berg**

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**Operations Manager | Infrastructure & Automation Leader**

Strategic operations leader with 20+ years of driving sales enablement, retention strategy, CRM automation, and reporting across fintech and SaaS environments. Proven ability to lead teams, optimize pipeline performance, and deliver scalable reporting solutions across sales and support ecosystems.

**Core Competencies**

**Sales Operations:** KPI Frameworks • Sales Tooling • CRM & Call Center Systems

**Analytics Leadership:** Executive Dashboards • Performance Insights • SQL & Tableau Reporting

**Stakeholder Management:** Strategy Alignment • Cross-Functional Leadership • Capacity Modeling

**Technical Enablement:** Workflow Automation • CRM Customization • Sales & Support Tooling

**Team Development:** People Leadership • Change Management • Coaching & Talent Pipelines

**Technical Skills**

Salesforce • Tableau • SQL • Excel • Zoho CRM • Power BI • Slack Apps • Python • React • Deluge • C# • JavaScript

**Professional Experience**

**Operations & Project Consultant, Self-Employed |** Remote **|** Jan. 2023 – Present

Deliver strategic tooling, reporting, and onboarding systems for clients seeking to scale sales performance, improve operational insight, and automate frontline workflows.

* Developed React dashboards and SQL pipelines to surface revenue KPIs across client portfolios.
* Automated Zoho and Salesforce CRM workflows to manage sales conversion stages and partner engagement.
* Created Python automations for pruning outdated CRM data and enhancing reporting integrity.
* Scoped onboarding toolkits, reporting templates, and internal assets to scale readiness and performance.

**Shift4 |** Allentown, PA **|**Aug 2010 – Jan 2023

**Senior Manager, Customer Service & Retention, Shift4** **|** Allentown, PA| Aug 2020 - Jan 2023

Directed global support center and retention operations serving 200,000+ merchants and $3.3B+ in payment portfolios.

* Built KPI reporting in Tableau and React to monitor SLAs, rep productivity, churn risk, and conversion trends.
* Collaborated with Sales, Finance, and IT to centralize CRM, ticketing, and call analytics for executive visibility.
* Reduced employee turnover from 18% to 7% through coaching, onboarding, and workflow improvements.
* Automated support touchpoints and success outreach using Slack and JavaScript to drive CX consistency.

**Director, Technical Enablement & Training, Shift4** **|** Allentown, PA| Mar 2015 - Aug 2020

Led sales and support enablement programs, product onboarding, and performance analytics across national operations.

* Designed internal dashboards to track LMS adoption, training progress, and onboarding velocity across teams.
* Launched scalable LMS infrastructure with 400+ hours of product readiness and role-based training content.
* Spearheaded post-acquisition integration of training and analytics systems across newly merged business units.

**Manager, Sales Enablement, Shift4** **|** Allentown, PA| Jan 2013 – Mar 2015

Owned sales reporting tools, partner enablement, and process alignment for high-volume SaaS and payments sales.

* Delivered large-scale training events and sales webinars supporting partners and enterprise onboarding.
* Created RFPs and sales enablement kits for franchise and enterprise-level tech deployments.
* Partnered with marketing and analytics teams to align channel performance with campaign attribution insights.

**Manager, Operations & Field Systems, Shift4** **|** Allentown, PA| Aug 2010 - Jan 2013

Oversaw multi-region performance, technical tooling, and operations team development during national expansion.

* Scaled operations teams from 12 to 2,000+ employees while maintaining SLA targets and cost-efficiency goals.
* Created automated provisioning tools and technical documentation to enable faster launches and onboarding.

**Early Career:**

Manager, Crisis & Recreation | KidsPeace | Orefield, PA

Retail Operations | Kohl’s & Linens N Things | Northeast Region

**ADDITIONAL TECHNICAL PROJECTS**

* Created an RPG-style training game in JavaScript to increase sales onboarding engagement
* Developed secure C# tools for POS data syncing and reporting
* Built SQL-based capacity planning models to evaluate sales rep coverage by region

**EDUCATION**

**B.S.: Business Leadership | Capella University | *Graduated: 2024***

**Certifications**

Lean Six Sigma Green Belt (2025)  
Professional Scrum Master (PSM) (2025)  
CompTIA A+ (2010)