

Brian Shor

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Business analyst with 15 years expertise utilizing Salesforce.com to empower sales, customer success, and tech support teams to increase revenue, reduce churn, and streamline process.

EXPERIENCE

Egencia, part of Expedia Group, Bellevue, WA — Sr. Business Analyst – Salesforce.com

August 2015 - Present

Initiative: Deployed the new Salesforce lightning user interface and a revamped opportunity-to-contract process.

Key Results: Reduced clicks required to manage opportunities by 30%. Provided visibility into the financial profitability of opportunities.

Initiative: Supported Egencia's acquisition of Orbitz for Business to add an additional 40% customer base in the US.

Key Results: Migrated client information into Egencia's instance of Salesforce. We maintained a higher than 80% retention due to the speed and accuracy of this project.

Initiative: Restructured Egencia from 3 autonomous regions (Europe, Asia, and North America) to one global company.

Key Results: Helped in achieving company goal of removing duplicate processes. Fostered collaboration between countries, and provided insight into each client's and prospect's footprint.

Initiative: Built global customer retention and churn mitigation process in Salesforce.

Key Results: Raised visibility on most-common risk factors for client churn, helping increase retention by 2% and saving \$10 Million of revenue year over year.

Daily responsibilities include:

Leading projects from inception to closure as the subject matter expert for Egencia's Salesforce.com implementation

Conducting training sessions on Salesforce.com best practices for sales and customer success teams.

North America and APAC team lead and escalation point for all Salesforce.com issues.

SKILLS

Business Analysis

Salesforce.com

Administration

Sales Operations

Full Stack Web Development

Marketing Operations

Project Management

Certifications

Salesforce.com Advanced Administrator

Full Stack Web Developer

Salesforce.com Administrator

Salesforce.com App Builder

AWARDS

MVP, Sales Operations and Inside Sales 2008, 2009

MCG, part of Hearst Health, Seattle, WA— *Business Analyst, Sales & Operations*

October 2012 - April 2015

- Supported complex Salesforce instance, used for all aspects of the business including lead and opportunity tracking, quoting, forecasting, and customer success
- Designed, implemented, and maintained custom quote-to-cash process integrated with Salesforce
- Developed and deployed internal case solution for Salesforce to create transparency in the support process for our internal customers
- Analyzed historical sales, and market projections to create forecasts, and competitive price increases
- Built yearly territory plans using market share demographics for hospital and insurance business segments
- Designed and rolled out change management process to provide company-wide visibility for Salesforce changes
- Created company sales methodology to standardize forecasting, reporting, and increase revenue
- Constructed and maintained Salesforce reports and dashboards for sales, customer success, marketing, contracts, and finance teams
- Trained and managed Salesforce business analyst
- Aggregated and refined Salesforce.com data into monthly sales result metrics for executive team

Comity Designs, Inc., Cupertino, CA— *Business Analyst/Project Manager*

December 2011 - October 2012

HP Enterprise Security, Cupertino, CA— *Business Planning Manager I*

December 2010 - November 2011

ArcSight, Inc., Cupertino, CA— *Sales Operations Analyst III*

May 2006 - December 2010

EDUCATION

UW Coding Bootcamp, Seattle, WA — *Full Stack Web Development*

2020 - 2021

Eastern Washington University, Cheney, WA — *BA, Management Information Systems*

2002 - 2006