

# Kas Kiatsukasem

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## AREAS OF EXPERTISE & CERTIFICATIONS

Recurring Revenue Ops Model · Salesforce & Hubspot CRM · Outreach · Gong · Tableau · Zoominfo · SQL · Rstudio  
[Revenue Architecture \(Winning by Design\)](#) · [Intro to RevOps \(Pavilion\)](#) · [SQL Essential Training](#)

Revenue operations professional with 3+ years of experience in SaaS recurring revenue models and CRM analytics. Skilled at translating business requirements into technical solutions, optimizing GTM tools, and enabling data-driven processes that strengthen operations and accelerate revenue growth.

### Education

#### **Columbia University**

Master of Science in Applied Analytics

**December 2025**

**Relevant coursework:** Generative AI modeling, Natural Language Processing (NLP) and Large Language Models (LLMs), Database design (SQL), Applied Analytic Framework (RStudio), Data Science Research

#### **San Francisco State University**

Bachelor of Science in Business Administration, concentration in Decision Sciences

**December 2021**

### Work Experience

#### **Revenue Operation Graduate Intern - Rapid Ratings**

**June 2025 – August 2025**

Financial Health Service Saas – New York, USA

- Created Salesforce formula fields to eliminate manual data inputs and calculations, automating account segmentation, enabling GTM teams to target high-value clients and drive revenue growth.
- Implemented validation rules to prevent backward stage changes on closed-lost opportunities, strengthening pipeline accuracy and enforcing operational discipline for 50 GTM users.
- Designed workflow automations that automated data stamping and record updates, improving process efficiency and enabling scalable GTM operations.
- Researched AI agents in Revenue Operations, evaluating integrations to improve GTM team productivity.

#### **Revenue Operation Analyst - Limble CMMS**

**March 2022 – September 2024**

Series B CMMS tech startup – Utah, USA

- Developed & scaled go-to-market operation from \$7M to \$30M in ARR.
- Implemented GTM tech stacks for marketing, sales, and customer success by utilizing workflow automation and tools integration.
- Initiated and executed a monthly FP&A report for the company's investors and VPs for strategic execution.
- Established an efficient business operation through the recurring revenue model to strongly support more than 100 go-to-market team members.
- Migrated data from HubSpot to Salesforce CRM along with other operational software while maintaining regular day-to-day operations.

#### **Revenue Architect Consultant - The Moment Executive Education**

**May 2023 – August 2023**

Growing EdTech company – Bangkok, Thailand

- Structured Salesforce pipeline and sales process for key metrics traction.
- Implemented a marketing automation system to increase the lead response time from 24 hours to 1 hour
- Developed an enablement playbook outlining the roles and responsibilities, rules of engagement, and standard operating procedures for the team members.

#### **Business Development Intern - Pancea AI health specialist**

**June 2021 – August 2021**

Health-Tech start-up – San Francisco, USA

- Researched and implemented practical tools to ensure the efficiency of long-term sales strategy.
- Initiated a digital marketing campaign by defining the relevant marketing tools, drafting the landing page, and conducting customer research and LinkedIn ads research.

#### **Business Analyst - Globish Academia**

**June 2020 – May 2021**

One of the largest Thai Ed-Tech companies – Bangkok, Thailand

- Increased the revenue in Q1 by 267% compared to the previous year by launching the lead generation project that utilizes LinkedIn Sales Navigator, a Sales acceleration platform, and other lead generation tools.
- Launched a B2B marketing campaign with a 29.5% average open rate for email marketing and structured the lead-in channel for all campaigns.