

Chris Stroud, MBA

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PROFESSIONAL SUMMARY

Business Operations & Analytics professional with 15+ years of experience driving growth at Seed to Series B startups. Experienced in Program Management, Data Analytics, and leading small teams. For eight years, I reported directly to the CEO of a 100-person B2B vertical SaaS company, playing a key role in executive strategy and driving cross-functional alignment across Sales, Marketing, CS, and Product through strong systems and operational leadership.

PROFESSIONAL EXPERIENCE

Xola

San Francisco, CA

Director of Business Operations

2019 – 2025

Revenue Operations

- **Team Formation:** Established a 13-person European satellite office in 2020, built two high-performing GTM teams from scratch, and reduced staffing costs by 70% compared to U.S.-based hires
- **RevOps Buildout:** Built and led a five-person RevOps team in Europe to develop a segmented, enriched, and ranked lead database for the North American Tours and Attractions market—sourcing 80% of all closed-won revenue by the Sales team from 2021 to 2024
- **Hosted Websites:** Built and led an eight-person Customer Implementation team in Europe to launch the [Xola Websites](#) product line, delivering 275+ customer websites that reduced churn (protecting 17% of revenue on Xola-managed websites) and supported sales in closing competitive deals
- **GTM Systems:** Owned and administered the operational tech stack supporting a U.S.-based 30-person GTM team—including HubSpot, ChurnZero, Zendesk, BuiltWith, Seamless, and more—streamlining workflows and enabling day-to-day execution across Marketing, Sales, and Customer Success/Support
- **Growth Marketing:** Stepped in as interim Head of Marketing, leading a full brand refresh, launching the new Xola.com, managing logistics for six industry conferences, and implementing an SEO-driven content strategy that made organic inbound leads the second-largest source of closed-won revenue by Sales

Program Management

- **People Manager:** Led a 15-person cross-functional team spanning Revenue Operations, Data Analytics, Business Operations, and Customer Implementation
- **Data Analytics:** Directed a two-person Data team using Looker, BigQuery, Stitch, and DBT to deliver 300+ actionable reports and dashboards, launched three production data products into the core platform, and served as the in cross-departmental data analytics resource for the company
- **Strategic Planning:** Implemented a company-wide OKR and sprint execution framework; facilitated annual and quarterly planning cycles and all-hands presentations to align leadership and teams around company objectives
- **People Operations:** Served as de facto Head of People during a headcount expansion from 55 to 85, leading remote team offsites, redesigning employee onboarding, and successfully hiring the company's first dedicated People leader
- **Business Systems:** Consolidated fragmented HRIS platforms across three countries into Rippling and deployed Leapsome for performance management and engagement, streamlining HR workflows and increasing 360° review participation to 95%

Manager, Analytics & Business Intelligence

2016 – 2019

- **Analytics Foundation:** Built Xola's first centralized analytics function from the ground up, and embedding data-driven decision-making into GTM, Finance, and Operations
- **BI Implementation:** Deployed Looker as the company-wide BI tool, creating a single source of truth that eliminated data silos, enabled self-service reporting across departments, and decoupled engineering as a dependency for data access and analysis
- **Pricing Strategy:** Developed forecasting and pricing models in Excel, SQL, and R to support the shift from subscription to usage-based pricing model; analysis informed executive decisions that led to a 3× revenue increase over 18 months
- **Lead Scoring:** Created a predictive lead scoring model in HubSpot leveraging Google Maps API, Builtwith API, and Firmographic data—tripling Sales connection and close rates by prioritizing high-potential leads

Customer Success Operations

2016

- **Client Enablement:** Worked directly with clients in a customer success and onboarding capacity, guiding them through platform adoption, optimization, and long-term engagement to drive retention and satisfaction
- **Voice of the Customer:** Translated customer feedback from Success and Support into actionable insights for Product and Engineering—helping to prioritize the product roadmap

BoatBound

San Francisco, CA

Data Analyst (MBA Internship)

2015

- **Product Analytics:** Built dashboards and visualizations using R and SQL to monitor marketplace trends.
- **Growth Analytics:** Conducted cohort and funnel analysis to identify drop-off points in the customer journey, informing product and marketing strategies that improved user activation and retention

CloudPlus

Fremont, CA

Manager, Technical Support

2012 - 2014

- **Team Leadership:** Managed and mentored a 3-person remote team of technical support representatives who provided email and phone support for Microsoft Exchange and Sharepoint hosting
- **Knowledge Base Development:** Built and maintained a self-service help center with 150+ technical support articles, reducing inbound support volume and improving first-response resolution rates
- **Escalation Management:** Oversaw all Tier 1 and Tier 2 support handled by team members and personally managed high-complexity Tier 3 escalations, ensuring timely resolution and customer satisfaction

Technical Support Representative

2010 - 2012

- **Founding Support Role:** Joined as the company's first technical support representative, providing front-line phone and email support for Microsoft Exchange and SharePoint hosting while establishing foundational support processes and documentation

SKILLS

- **Technical Skills:** SQL, R, LookML, Excel Modeling, Lead Scoring, Data Pipelines, Dashboards, Reporting
- **Tools & Platforms:** HubSpot, ChurnZero, Zendesk, Looker, BigQuery, DBT, Stitch, Rippling, Leapsome, Asana
- **Business Skills:** OKR Planning, GTM Execution, Strategic Planning, Cross-Functional Leadership, Board Reporting, People Ops, Project Management

EDUCATION

University of San Francisco – Master of Business Administration

2016

California State University, East Bay - Bachelor of Science in Kinesiology

2009

CERTIFICATIONS

- HubSpot Revenue Operations Certification
- Reforge Advanced Growth Series
- Springboard Data Science Bootcamp