

# Chris Stroud, MBA

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## PROFESSIONAL SUMMARY

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10+ years of experience in Operations & Data at Seed to Series B startups. Experienced in Program Management, Revenue Operations, and Data Analytics. For eight years, reported directly to the CEO of a 100-person B2B vertical SaaS company, playing a key role in company-wide operations and cross-functional alignment across Sales, Marketing, CS, and Product through strong systems and operational leadership.

## PROFESSIONAL EXPERIENCE

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### Xola

San Francisco, CA

#### Director of Business Operations

2019 – 2025

##### *Revenue Operations*

- **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
- **RevOps Analytics:** Partnered with GTM leaders (Sales, Marketing, Success) to deliver core performance reporting—including AE payback, commission modeling, and campaign ROI—to drive data-backed strategy and execution
- **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*

- **Team Formation:** Established a 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
- **People Manager:** Led a 15-person cross-functional international 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

### 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

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- **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

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University of San Francisco – Master of Business Administration

2016

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

2009

## CERTIFICATIONS

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