

Revenue Operations Portfolio

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Overview

I began in sales and transitioned into Revenue Operations by repeatedly identifying structural friction inside our sales organization and building systems to fix it.

Without a formal engineering background, I independently designed and implemented governance frameworks, workflow automations, reporting infrastructure, and data cleanup initiatives. For more technical builds, I leveraged ChatGPT to help generate logic and structure, then personally implemented, tested, and iterated until production-ready.

My work spans:

- Sales process governance
- Workflow automation (Salesforce + Sheets)
- CRM data integrity
- Performance reporting systems
- Cross-functional execution with Sales, Marketing, IT, and HR

1. Revenue Performance Infrastructure Redesign

Problem

Performance tracking relied on manual inputs with inconsistent definitions and limited executive visibility.

Action

Redesigned reporting architecture. Standardized quota definitions, aligned Salesforce data integrity with IT, and built a structured reporting system using Supabase with manager input workflows and executive dashboards.

Impact

Created a trusted single source of truth for performance reporting. Reduced manual overhead and supported sustained quota attainment between 98%–124%, including 124% after a 40% increase.

2. CRM Data Enrichment Initiative (~9,000 Accounts)

Problem

Missing and inconsistent firmographic data reduced segmentation accuracy and reporting reliability.

Action

Exported, normalized, and mapped account data by ID. Coordinated structured re-import to preserve integrity and eliminate duplication.

Impact

Improved targeting precision, segmentation clarity, and CRM data confidence across revenue teams.

3. SDR Governance & Rules of Engagement

Problem

Unclear ownership across leads and accounts caused rep conflict and inconsistent outreach.

Action

Designed and implemented formal Rules of Engagement and accountability frameworks in partnership with leadership and HR.

Impact

Reduced ownership disputes and established enforceable governance standards.

4. Cross-Sell Outreach Governance System

Problem

No structured ownership model for cross-product outreach, creating duplicate contact risk.

Action

Built a centralized allocation and routing system with product segmentation and rep-level controls.

Impact

Eliminated duplicate outreach and formalized cross-sell governance.

5. Salesforce Workflow Automation – Demo Capture

Problem

Manual demo data entry created reporting gaps and inconsistent attribution.

Action

Implemented Record-Triggered Flows to auto-populate required fields upon demo booking.

Impact

Improved data accuracy and eliminated manual process dependency.

6. Real-Time Demo Booking Notifications

Problem

Leadership lacked immediate visibility into booked demos.

Action

Built event-triggered automation scoped to specific record types to send real-time notifications while preventing noise.

Impact

Improved operational visibility and reduced manual monitoring.