

Graeden Middel

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Sales and Operations Analyst

I am a detail-oriented, goal-driven professional with a proven track record in sales operations, incentive compensation, reporting, and data analysis. I am capable in extracting and manipulating data using Excel, PowerBI, and SQL. I have a strong aptitude for working collaboratively with cross-functional teams and turning complex data into actionable insights through my critical thinking and problem-solving skills. I have experience working in high-growth SaaS environments and seek roles that will allow me to impact data-informed decisions and expand my skill set.

EXPERIENCE

Sales Operations Analyst – Calian Group – Remote, Ontario – January 2024 - Present

I helped to initiate and manage company-wide CRM optimization that is significantly boosting sales pipeline activity. I manage sales commissions across various business units, directly contributing to the long-term organic growth goals. I use tools like HubSpot, Excel, SAP and PowerBI to support ad-hoc projects, such as gross margin analysis and revenue forecasting.

- Hired as the primary Sales Operations Analyst to support the company's expanding commercial growth, building dashboards in HubSpot and PowerBI for data hygiene, performance, activity, and pipeline forecast reporting.
- Process and manage sales commissions across various business units, ensuring accuracy and timely distribution, while providing expertise in new plans to drive motivation.
- Assist to initiate and manage a company-wide project to standardize the use of the CRM, resulting in:
 - Reduced expired closed dates from 95% to 12% within one month for a business unit.
 - Increase in sales activity filling the pipeline and 100% participation rate across phased-in teams.
- Key projects include incentive compensation plan design, forecasting, data hygiene, gross margin analysis.

Operations and Sales Compensation Analyst – Forma.ai – Remote, Ontario – July 2022 - June 2023

I handled \$40M+ in monthly sales data to optimize customer experience and business growth, collaborating on process improvements and platform feature delivery as a trusted point of contact with leadership teams.

- Oversaw ongoing sales incentive compensation operations, regularly managing \$4M+ in monthly incentive compensation for the client, including rule building, process execution, and reporting.
- Collaborated with cross-functional teams to implement new platform features and rewards solutions to support continuous improvement and automation.
- Built models and reports, including payroll, quota, accruals, and actuals, using the in-house software aided with Excel charts, pivot tables, and complex formulas, including INDEX MATCHES, nested IFs and ORs, as well as XLOOKUPS and VLOOKUPS.
- Performed frequent analyses to drive business growth, optimize customer experience, solve compensation and attainment discrepancies through Excel pivot tables and formulas, and optimize SQL queries.
- Identified internal process improvement opportunities and led projects to accomplish the changing goals and needs of the client through regular partnerships with senior members of the compensation and sales teams.

Researcher and Analyst – Delphic Research – Remote, Ontario – July 2021 - December 2021

Researched and analyzed government and industry policy news and data to develop and present evidence-based policy insights for clients in various fields such as pharmaceuticals, health care, and public affairs.

- Becoming the sole analyst responsible for the daily political briefings, I generated increased value by developing new briefing formats for clients by creating private online article links using Heroku to offer more tailored insights for clients based on industry.
- Worked on and led multiple RFP proposals for potential client projects focused on policy and data analysis in the public affairs industry, using the in-house Argus news-gathering software and Excel formulas and pivot tables for qualitative and quantitative analysis.
- Created reports for executives and directors regarding event news, such as COP26, and business insights for investor presentations through research and fundamental data analysis.

EDUCATION

Western University – London, ON

Bachelor of Science – Microbiology, Immunology

- Major in Microbiology and Immunology, with specialized courses in Genetics.
- Member of the University Students' Council, Science Students' Council, Radio Western Board of Directors, Western Orientation Team, Lambda Chi Alpha Fraternity, and Students' Council Advocacy Committee.

PROFESSIONAL SKILLS

- Certified and experienced in Excel, SQL, MySQL, HubSpot and PowerPoint for data analysis, extraction, and presentation using complex formulas, pivot tables, query building, and charting.
- Excellent organizational, multitasking, and problem-solving abilities with AI code-building skills like Cursor AI.
- Foundational financial industry knowledge, including capital markets and public financial reports and statements.
- Strong written and oral communication in English and intermediate communication in French for interpersonal collaboration and relationship building.
- Building upon current data analysis and visualization knowledge using PowerBI, Python, and more.

VOLUNTEER EXPERIENCE

Campaign Manager – Zamir Fakirani Campaign – July 2020 - February 2021

I managed a team of 70 titled volunteers and over 200 general volunteers to run a political campaign with a constituency of 30,000 voters. Won the election, finishing with 53% of the vote in a three-candidate race. Achieved the highest voter turnout in almost a decade, with a 6% year-over-year increase. I supervised the development of cutting-edge digital campaign plans amid the COVID-19 pandemic. I took charge of developing policies, creating messages, and organizing events for the candidate during their 6-month campaign.

Councillor – Western University Students' Council – February 2017 - April 2018

I represented students on the Students' Council, advocating to university and government officials. I reviewed and approved a budget of almost \$30,000,000 for USC. I successfully advocated for improved student safety by implementing new bike lanes and crosswalks. I assisted in drafting policy proposals for OUSA, which were successfully lobbied for and approved by the Ontario government.