

HEATHER CREEL

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SUMMARY

Experienced Business Systems Director with 20+ years in corporate America and proven leadership in enterprise application management, CRM systems, and digital transformation initiatives. Demonstrated expertise in developing IT strategies aligned with business objectives, managing global teams, and implementing scalable technology solutions. Strong background in SaaS application management, vendor relationships, budget oversight, and process automation technologies.

EXPERIENCE

Pantheon Systems | Remote

Sales Systems Director | 01/2023 - Present

- Motivated a team of 4 technical professionals to advance engineering practices, quality, and professional growth, resulting in 4 new certifications and multiple new technology skills within the team
- Implemented agile structure and operating model for the Salesforce Admin/Developer Squad to enhance operational efficiencies and increase successful production deployments by 30%
- Coordinated technical backlog as Systems Product Owner to advocate priority, supporting a balance of 80/20 business work to technical work
- Drove digital transformation initiative, partnering with IT to implement automated user setups in Salesforce via Okta to increase security measures and decrease user access support tickets by 85%
- Collaborated with CRM program managers to develop timelines and deliver value utilizing Jira

Pantheon Systems | Remote

CRM Systems Manager | 11/2021 - 01/2023

- Cultivated positive & collaborative cross-functional team culture, enabled open and honest sprint retrospectives, developed methodology & structure in Jira for managing sprint work & backlog planning
- Redesigned process for managing large Enterprise customer, which enabled visibility into their portfolio and renewal schedules, forecasting, and increased pricing accuracy by 10% utilizing the Quote to Cash system
- Guided team in executing strategic projects, such as standardizing processes to support clear analytics, transitioning manual spreadsheet tasks into CRM, and business automation

Wipro | Remote

Functional Solution Architect | 04/2021 - 11/2021

- Conducted enterprise application assessments, identifying gaps in CRM best practices and initiating technical solution designs
- Facilitated executive-level workshops, including architecture committees, solution presentations, and prototype demonstrations
- Managed global development teams across multiple countries, leading a digital transformation project that resulted in key website improvements, enhancing customer usability for a France-based client

Fleetcor | Brentwood, TN

Sr. IT Director, CRM | 11/2019 - 03/2021

- Developed IT strategy and business case analysis, articulating cost-benefit tradeoffs and ROI to senior stakeholders. Led enterprise application standardization, serving as solution architect for Salesforce org creation and migration of ~1,000 users
- Coordinated global IT teams across the US, Russia, and Belarus to facilitate the implementation of standardized North American technology environments

Fleetcor | Brentwood, TN

IT Enterprise CRM Director | 03/2017 - 11/2019

- Provided support and coaching for local Salesforce teams across 16 global Salesforce instances for solution design, implementation plans, and troubleshooting escalations
- Oversaw \$4M annual software license budget, managing enterprise license agreements, projections, and optimization processes
- Led digital transformation projects including website relaunch, CRM configuration, automation integration, and community platform implementations

Comdata/Fleetcor | Brentwood, TN

Sales Operations Leader | 02/2015 - 02/2017

- Built sales operations team from the ground up, hiring and managing 5 professionals, including Salesforce Administrators, Contract Admins, and Reporting Analysts
- Implemented technology solutions focused on sales efficiency improvements for a 140+ person sales organization. Conducted comprehensive gap analysis of existing tools and evaluated alternative solutions based on cost, features, and system compatibility
- Established KPI tracking systems and Agile project management frameworks for operational excellence

Comdata/Fleetcor | Brentwood, TN

Commercial Data Analyst | 03/2014 - 02/2015

- Core team member for digital transformation initiative, implementing Marketo and Pardot integrations for marketing automation
- Delivered data-driven insights through system integrations, technical implementations, and business intelligence reporting
- Increased campaign success rates by 20% through enhanced tracking capabilities and market outreach optimization

EDUCATION

Valencia Community College | Associate's Degree

University of Central Florida | Health Services Administration

CERTIFICATIONS

Agile Leader Certification SSGI, Certified Product Owner Scrum Professional (CPOSP), Change Management Certification, Salesforce Application Architect, Salesforce Certified AI Associate, Salesforce Data Architecture & Management Designer, Salesforce Sharing & Visibility Designer, Salesforce Sales Cloud Consultant, Salesforce Service Cloud Consultant, Salesforce Platform Developer I, Salesforce Platform App Builder, Salesforce Advanced Administrator, Salesforce Administrator, Lean Data Fundamentals