

VERONICA D. PUENTE

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Summary of Qualifications

Marketing and channels specialist in a national sales practice; expertise creating demand generation activities which include digital marketing, call campaigns, executive events collaborating with subject matter experts and management to exceed corporate revenue goals

7311 Partners

November 2017 – Present

Human Resources and Organizational Consultant

Functional consultant to small and medium business in Houston market. Driving standardization for and compliancy in the following areas: Recruiting, Onboarding, Training, Performance Management, Employee Relations, Compensation, Benefits, Compliance, Separations, Records Management.

- Work closely with management and employees to improve work relationships, build morale, increase productivity and retention
- Provide guidance and input on client organization restructures, workforce planning, succession planning and best practices
- Provide day to day performance management guidance to line management (coaching, counseling, career development, disciplinary actions)
- Work with Talent Acquisition team on internal processes and procedures. Recruiting support as needed.
- Provide HR Policy development, guidance and interpretation
- Assist the executive team with the planning and execution of their HR strategic plan
- Consolidate payroll functions to a single location and increase standardization

Inoapps USA

November 2015 – October 2017

US Manager Marketing and Sales Operations

Collaborate with US Business President and Global Practice Leads in rapidly expanding Global Oracle Cloud Consulting Practice to deliver against corporate goals, optimize project resources, proactively engage with Oracle to increase SaaS subscription, create and deliver competitive strategy to increase Oracle Cloud adoption and customer base.

- Create and execute demand generation programs and awareness campaigns supporting pipeline growth for HCM ERP and EPM specific market place in Central and Eastern US.
- Collaborated to develop the applications marketing strategy that drove revenue through key initiatives.
- Develop programs that reached customers and prospects through national associations, influencers, tradeshow, 3rd party sponsorships, large and small-scale seminars, thought leadership summits, webinars, direct mail, and one-to-one marketing.
- Track lead-flow to ensure appropriate Sales channels follow-up with event attendees and campaign responders in a timely manner.
- Create and manage program budget; measure ROI through metric analysis and reporting.
- Develop and coach US inside sales team of 5; exceeding corporate goals
 - Build scripts and call campaigns for corresponding marketing events
 - Construct call lists for weekly campaigns
 - Qualify and deliver leads to US field sales, managing against quarterly budgets
- Partner closely with Oracle Alliance organization to deliver digital campaigns, regional events, and influence pipeline growth for Oracle sales teams

- Create quarterly business review templates for senior management to understand sales productivity and achievement
- Report pipeline, sales forecast, and staff utilization
- Create sales process and proactively increase user adoption of sales tools and systems
- Manage US headquarter office operations including cost controls, contract profitability and efficiency, vendor management, and office relocation
- Partner with US Practice leads to proactively manage project staff, contractors, and subcontractors
- Liaise with global delivery monitoring project milestones and productivity
- Source and identify candidates for ERP, EPM, and HCM projects
- Onboarding and general HR duties for US personnel
- Design and distribute sales territories for US sales staff and corresponding quota allocation
- Sales incentive compensation planning
- Create US RFP response templates and process driving efficient and timely production
- Confirm travel itineraries for US consulting and sales staff minimizing costs and maximizing productivity

BMC Software

Global Sales Operations Manager

June 2015 – November 2015

Global Operations manager partnering with Senior Vice President driving sales strategy and global business practices to exceed corporate business goals for Salesforce.com platform business group. Collaborate with sales management, incentive compensation team, and business practices to ensure efficient and productive sales organization.

- Quota Planning, pipeline growth and execution
- Create and deliver sales compensation plans to global practice
- Order management
- Incentive comp resolution
- Salesforce.com dashboard creation and management
- Support and analyze go-to-market strategy
- Manage pipeline hygiene and monitor forecast accuracy

Oracle Americas USA

Field Sales Operations Manager

November 2012 – June 2015

Key operations business partner to Group Vice President of Enterprise Sales Organization including 68 Managers, 320 Sales Representatives, 292 Pre-sales Consultants and 20 Managers ensuring operational infrastructure is in place to support the business strategy.

- Analyze and report sales-related expenses and revenue associated with pipeline, bookings, revenue forecasting and reporting, sales productivity and quota attainment.
- Monitor, review and report group activity against Key Performance Indicators.
- Drive quarterly business and pipeline reviews across cross functional teams to assess the effectiveness of sales rep performance, key programs and initiatives, align sales strategies and quarterly sales goals.
- Build relationships across various lines of business, North America Applications and Global Sales Operations.
- Act as the Liaison between the Sales Team and the centralized business, global sales operation teams, and broader Oracle ecosystem to support business functions such as territory management, quote to order processing, and sales compensation, marketing, channels and go-to-market strategy.
- Process and Policy Implementation by means of Executive Summary Review and Approval, Teaming Agreements, Charitable Donations, International Travel and Executive Interaction Approval.
- Manage Sales Compensation approvals including Sales Credit Allocation, Compensation Exception Requests, International Revenue Allocation, and Intercompany International Revenue Allocation.

- Create Execute internal and external events and meetings including Oracle OpenWorld, Client Hospitality, Executive facing thought leadership roundtables

Senior Administrative Assistant
October 2004 – November 2012

Responsible for Business Operations and Administrative Support for Area Vice President and management team, forecasting, data analysis, and territory management with a focus on the Manufacturing, Engineering & Construction, and Utilities verticals.

- Manage Policy and Process Implementation by means of Charitable Donations, Executive Interactions, and Purchasing Requisitions.
- Create Quarterly Business / Operational Reviews template and data analysis for Area Vice President and management team.
- Process sensitive and confidential information with judgment and tact.
- Lead area training to ensure field sales team success with internal systems and sales initiatives. Super-user for internal sales CRM and territory management systems, enabling sales team productivity and effectiveness.
- Manage and Execute internal and external events and meetings including Oracle OpenWorld, Client Hospitality, Executive facing.
- Plan, execute, and coordinate Account Based Marketing events in multiple cities for intimate and general audiences. Create and Maintain strong relationships with Oracle eco-system including Field Marketing, Channels, Business Development Consultants, Contracts, Human Resources, Finance, and Partner Network

Bachelor of Business Administration- Human Resources and Organizational Behavior, University of North Texas