

# Oren Berman

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A proven technical systems team leader with 10+ years of experience helping fast-growing organizations establish healthy and scalable systems operations

## EXPERIENCE

**Sr. Manager, Commercial Systems** Mar 2022 - Jan 2023

**Head of Commercial Systems** Mar 2021 - Mar 2022

**Salesforce CRM Solution Architect** Apr 2020 - Mar 2021

*Butterfly Network, Remote & New York, NY*

- Hired and managed a business-critical team including Salesforce Architect, Salesforce Developer, Salesforce Admins, Business Systems Analyst, and Project Manager
- Maintained high team retention by keeping individual well-being as a top focus, communicating established priorities, and shielding the team from distractions and drama
- Guided system architecture decision making and JIRA-based planning process, building consensus and communicating technical insights to non-technical stakeholders
- Initiated and led large-scale projects refactoring core commercial and CRM systems integrations to improve data integrity and operational clarity
- Rebuilt Salesforce CPQ implementation from the ground up, enabling compliant recurring revenue and contract practices
- Overhauled order approval process, resulting in most Order data issues being caught and fixed early in the pipeline

**CRM Operations Manager** Aug 2015 - Apr 2020

*Greenhouse Software, New York, NY*

- Primary company-wide Salesforce expert — supervised all Salesforce-related process/feature development
- Coordinated efforts on all Salesforce system integrations, in collaboration with operations teams in Sales, Customer Success, Marketing, Finance, and Data Science departments
- Drove change management and training for all Salesforce users on process and workflow
- Directly managed one Salesforce Administrator and mentored two additional teammates

**Sales Operations Specialist** Jun 2014 - Aug 2015

*Panjiva Inc., New York, NY*

- Established consistent internal record keeping in Salesforce CRM, enabling accurate reporting of company sales and support metrics and increasing team efficiency
- Analyzed resulting metrics and provided insights to management for data-driven decision making
- Developed, implemented, and iterated processes for Sales and Customer Success teams
- Oversaw email marketing via Pardot for customer acquisition and retention
- Managed hiring process for roles on Sales and Customer Success teams

## EDUCATION

**Bachelor of Arts (B.A.) - Linguistics** Aug 2004 - May 2008

*Cornell University - College of Arts & Sciences, Ithaca, NY*