

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 revenue 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 led the Commercial Systems team including Salesforce Architect, Salesforce Developer, Salesforce Admin and Business Systems Analyst roles
- Partnered with Sales, Marketing and Finance leaders to scale commercial operations through hyper-growth from \$20m to \$73m annual revenue and transition to public listing
- Led the design and implementation of a broad systems architecture transition from E-commerce to an Enterprise sales paradigm, refactoring core integrations and data structures
- Implemented and maintained SOX controls within the Salesforce application and development process, passing all audits with no issues
- Rebuilt Salesforce CPQ implementation from the ground up, enabling compliant recurring revenue and contract practices

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