**Oren** **Berman**

*Berwyn, PA, 19312 | 952 334 6071*

*oren@bermandata.com*

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*