

Luis Salazar

Management Consulting & Data Analytics

I am a business consultant with over a decade of experience. I empower companies to achieve their revenue goals by:

1. Getting insights out of their data,
2. Defining processes out of their insights,
3. Integrating processes into operations via technology tools.

I have worked with Fortune 500 companies as well as with executive leaders at VC-funded startups on growth strategies.

Contact

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LinkedIn

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WWW

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Skills

Financial & Data Analysis	■■■■■	Excellent
Process Optimization	■■■■■	Excellent
Benchmarking & Market Research	■■■■■	Excellent
Project Management	■■■■■	Excellent
Revenue Operations	■■■■■	Excellent
Go-To-Market Strategy	■■■■■	Very Good
Reporting Oversight	■■■■■	Very Good

Languages

English	■■■■■	Excellent
Spanish	■■■■■	Excellent

Software

Work History

2022-01 -
2023-02

Senior Manager, Commercial Analytics

EverView, Ridgefield Park, NJ

- Led weekly reports to track performance of 39 Sales Executives & 44 Client Success Managers, measuring goal achievement on >\$300MM USD in annual revenue and volume of >1 BN letters and >18 BN emails per year.
- Developed Excel tool that decreased Client Success forecast reporting time by 75% across 8 teams managing the top ~900 accounts/86% of revenue.
- Implemented cloud technologies & operational standards within the Commercial Analytics team to improve organizational efficiency & establish operational metrics.

2015-07 -
2022-01

Engagement Manager, Strategy & Analytics

Winhall Mill - Technology & Strategy Consulting, El Paso, TX

- Increased member engagement by 14% and profit margin 5% through pricing optimization, conducting member surveys (5K respondents), and building financial model that evaluated 1MM+ trips for leading car-sharing company. (Gig Car Share)
- Implemented cloud technology solutions to improve collaboration between manufacturing stakeholders, decreased production time by 15%, lowered cost of design by 40% through workforce reduction due to technology improvements, and reduced scrap and re-work by 20% at international manufacturing client.
- Improved conversions by ~20% and reduced lead-to-close time process 30% (from 9mos to 6mos) by developing financial model, value-based pricing strategy, & sales tool for construction company SaaS IoT company
- Led \$10K digital consumer strategy study of massively multiplayer online game to assist client with investment decisions; secured competitor & product analysis and measured growth trends, resulting in an investment of \$150MM.(Roblox)
- Developed complex financial analysis model and operations strategy to restructure departments of rural hospital; led to projected annual recurrent savings of \$4.2MM and subsequent acquisition by client.

2013-02 -
2015-07

Consultant

Accenture - Technology Consulting, Houston, TX

Alteryx, Excel, Access - Data Analysis	<div> <div></div> <div></div> <div></div> <div></div> <div></div> </div>	Excellent
Microsoft Project & Asana - Project Management	<div> <div></div> <div></div> <div></div> <div></div> <div></div> </div>	Excellent
Salesforce & Hubspot - CRM	<div> <div></div> <div></div> <div></div> <div></div> <div></div> </div>	Very Good
SalesLoft & SalesHood - Sales Enablement	<div> <div></div> <div></div> <div></div> <div></div> <div></div> </div>	Very Good
PowerBI & Tableau - Data Visualization	<div> <div></div> <div></div> <div></div> <div></div> <div></div> </div>	Very Good
SQL & Python - Data Analysis	<div> <div></div> <div></div> <div></div> <div></div> <div></div> </div>	Good

2008-10 - 2013-02

- Headed team of 3 Consultants in developing and implementing \$250K technology tool that captured, tracked, and visually monitored 35,000+ stakeholders for Top 3 Oil Supermajor acquisition in North America. (Project Manager)
- Received 13 awards for Excellence in Client Service.

Analyst - Resources Group

Accenture, Houston, TX

- Managed 6 Offshore Resources to build, test, and coordinate activities between 4 teams and 5 separate major ERP systems; managed all issues related to integration and deployment of new ERP application. (Project Manager)
- Oversaw team of 3 PMO specialists in reviewing ~1,000 artifacts to align with Requirements Traceability Matrix in design of California Insurance Exchange; led analysis of 500+ business requirements and resolved 397 issues. (Project Manager)
- Designed tool to automate Top 3 Oil Supermajor tax reconciliation process to expedite results 20x and capture \$50K annual cost savings. (Data Analyst)
- Led team of six developers in design & build stages for \$3M Top 3 Oil Supermajor Finance project.
- Resolved critical SAP issue at Top 3 Oil Supermajor to avoid delay of billing of over 1000 Sales Contracts of ~\$300M.

Education

2013-09 - 2015-06

MBA

Massachusetts Institute of Technology - Sloan School of Management - Cambridge, MA

2007-06 - 2008-05

Master of Engineering Management

Case Western Reserve University - Weatherhead School of Management, Master of Engineering And Management - Cleveland, OH

2002-06 - 2006-05

Bachelor of Science

The University of Texas At Austin - Cockrell School of Engineering, Bachelor of Science in Biomedical Engineering - Austin, TX

Certifications

2023-01	Revenue Operations Certification: HubSpot Academy
2023-01	HubSpot Marketing Software Certification: HubSpot Academy
2022-03	Microsoft Office Specialist: Microsoft Excel Expert