

# MELODY SHIEH

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## EXPERIENCE

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### Salesforce

San Francisco, CA

Manager – Sales Strategy & Ops (AMER Manufacturing Vertical 2020 – 2022, CBU Central 2019 – 2020)

2019 – 2022

- Conducted strategic projects (w/ team of four analysts) on verticalizing the AMER sales organization and presented synthesized recommendations, disruption analysis, and implementation plans to sales leadership
- Informed go-to-market account policies and executed GTM decisions in the territory deployment and annual planning cycle for AMER's MFG industry vertical & New Logos, an increasingly prominent component of overall GTM strategy and North AMER success pillar
- Assessed the NL business current state support model and presented synthesized operational challenges and recommendations to CBU COO, resulting in the addition of an executive sales leader, manager, and 2 analysts to support
- Developed business reviews & forecasts for sales EVPs/SVPs & monitored overall health and trajectory of the business

### LinkedIn

San Francisco, CA

Global Sales Strategy & Operations Associate – Customer Success

2018 – 2019

- Developed post-sales strategy, provided operational support, and implemented process improvement initiatives across LinkedIn's Global Customer Success Organization (450+ employees)
- Evaluated LinkedIn's customer management model, established Salesforce data governance processes, conducted annual headcount/capacity planning, and developed a scalable organizational structure for the customer learning team

### Alvarez & Marsal

San Francisco, CA

Consultant – Corporate Performance Improvement

2016 – 2018

Led strategy and operational improvement engagements for national CPG-retail and healthcare clients and facilitated implementation to deliver superior results. Promoted to Consultant from Analyst May 2018. Select experiences:

- **Corporate Strategy and Development – Customer Experience**
  - Conducted an objective assessment of a \$10B National Healthcare Provider's Western Division outpatient care scheduling function and provided recommendations for a future, consolidated contact center location
  - Developed an incentive compensation plan for the client's ~1,000 contact center agents by identifying key performance metrics that would drive desired behaviors and produce the best customer experience
- **Corporate Transformation**
  - Supported a \$60B national healthcare provider and insurer with an IT transformation from an infrastructure delivery to an outsourced "as-a-service" business model
  - Identified an annual savings opportunity of \$472.1M (~35%) by determining cost drivers and duplications between capital, vendor, and staffing spend within the client's service delivery model
  - Delivered project charters for 17 transitional initiatives including resources, success metrics, and cost/benefit analysis
- **Organizational Leadership**
  - Developed a future-state organizational structure that leveraged cross-functional capabilities and streamlined the IT service delivery approach for a leading national healthcare provider and insurer
- **Operational Improvement – Process Improvement, Procurement, and Network Optimization**
  - Streamlined the strategic budgeting, financial forecasting, and vendor management processes for a nonprofit, dentistry organization and developed a 3-year TCO forecast and scenario modeling tool
  - Sourced the 3<sup>rd</sup> largest direct spend category for a national school lunch provider and managed the RFI, RFP, product testing, supplier negotiations, and term sheet process
  - Achieved \$1.4M in annual cost reduction off \$10.9M addressable spend and increased DPO by 14 days, enabling the client to achieve profitability for the first time in 10 years
  - Modeled the transportation network of the nation's 2<sup>nd</sup> largest fresh produce processor and conducted a greenfield opti-site selection for a new manufacturing facility location that reduced network costs by \$6.1M and represented a core part of the client's 5-year growth strategy

## EDUCATION

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University of California, Berkeley – Walter A. Haas School of Business

Berkeley, CA

Bachelors of Science in Business Administration

2012 – 2015

- GPA: 3.7, Dean's Honors List

## PERSONAL

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- Conversant in Mandarin Chinese
- Urban gardener & amateur cookbook writer