

| RevOps Model
| RevOps Processes
| Operational Excellence
| Process Optimization
| Data Analytics
| Data-driven

Contact

+86 138 0132 8455
Paul.zy.wang@hotmail.com

10 years

10 years of experiences playing revenue operations leader in technology companies

156%

Accomplished revenue delivery over quota

30%

Business performance improved through facilitating data-driven decision-making

ZHAOYU WANG

| Strategic Revenue Operations Director | Drive Business Growth through Operational Excellence

VISION

With passions, seeking opportunity to support **Airwallex** to **drive business and revenue growth and success** by utilizing my 10 years of experiences driving cross-functional efficiency and optimizing revenue processes in technology companies with proven track record of establishing revenue operations processes, implementing data-driven strategies, defining and evolving **RevOps** model, driving **operational excellence** and best practice of establishing **KPIs** and dashboards and utilizing power of **data** to provide **actionable insights**.

HIGHLIGHTS

- **10 years'** experience with track record of having played **revenue leader role** by aligning sales, marketing, services and customer success to **drive revenue growth and business success** by formulating and implementing revenue operations strategies, better aligning cross-functions with a common goal and streamlining processes;
- **Accomplished and surpassed** revenue goal by achieving **156%** of revenue target at Aspen Technology in three years and achieving **189%** of revenue goal at Hamon in five years by developing and implementing **revenue operations strategies** through cross-functional collaboration and facilitating **data-driven decision-making**;
- **Highly skilled at** Building High-performing Team, Data Analytics, CRM System, Process Optimization, Design Metrics and KPIs, Project Management, Sales Operations, Sales Enablement, Financial Analysis, Technology/System Integration and Team Leadership;
- **Built and led high-performing revenue growth team**, coached and mentored. Provided guidance and support, inspiration and motivation to **foster an ever-higher-performance culture**;

OCCUPATIONAL EXPERIENCES

■ Revenue Growth Director

02/2020 to Present

- **Aspen Technology**
- Reporting line

Beijing

VP Revenue Growth

A global enterprise software & big data company headquartered in USA with revenue of USD 1 billion.

| SaaS | Software | Management Consultancy | Operations Improvement

- Formulated and executed **revenue operations strategies**, resulted in having **accomplished 156% revenue delivery over goal** by aligning sales, marketing, services and customer success disciplines, driving lead generation and conversion, and optimizing processes and metrics;
- Redefined and evolved **RevOps model**, resulted in operational excellence, mitigation to gap between Sales and Marketing, and a **35% improvement** in revenue operational processes and tools;
- Collaborated with cross-functional teams to provide business insights, driving **data-driven decision-making** crossing entire revenue process, resulted in contributing **30% improvement** in overall business performance;
- **Redesigned** and implemented a flexible **commission plan** that aligned with business objectives, leading to a **20% improvement** in sales performance and revenue generation;
- **Orchestrated development** of a **high-performing revenue growth team** through strategic recruitment, training, and mentorship, resulted in **25% increase** in team's productivity and effectiveness;
- Build **Revenue Data Platform** to predict revenue and generate actionable insights to act by integrating and processing revenue operational data from variety of sources upon data model, significantly facilitated **data-driven decision-making** for sustained business growth and success;

HIGHLIGHTS

Revenue Growth Director

P&L

Full P&L Responsibility of a Business Unit in Asia-Pacific Region

189%

Accomplished revenue delivery over quota

50

Lead 50 member BU team covering functions of Sales, Marketing, Revenue Operations, Services, Finance etc.

160%

Delivered total revenue in 7 years over quota

\$900 million

Delivered revenue in 7 years

16

11 sales managers, crossing 4 countries incl. Japan, Korea, Vietnam, China
5 Marketing managers

\$100 million

Delivered sales revenue in total

VP Digital BU APAC

- Hamon
- Reporting line

A company offering software, headquartered in Belgium with revenue of USD 800 million.

| SaaS | Software | Management Consultancy | Operations Improvement

- Developed and implemented **revenue operations strategies**, resulted in having **accomplished 189% revenue delivery over target** by spearheading cross-functional collaboration, streamlining sales, marketing and services processes;
- Implemented data-driven strategies** to generate actionable insights to drive lead generation and conversion and predictable revenue, and optimize revenue processes, resulted in **33% improvement** in sales conversion rates and **25% reduction** in customer acquisition cost;
- Championed selection, adoption, deployment and implementation of CRM system and complementary systems**, leveraged technology to streamline processes and contributed **35% boost** in overall team productivity;
- Established**, continuously assessed and improved **revenue operational processes** and tools, resulted in achieving **38% enhancement** in efficiency and staying at forefront of industry best practices;
- Established a culture** of continuous improvement, developing and nurturing a high-performing team that excelled in adapting to evolving market demands and consistently exceeded revenue targets

Sales & Marketing Director Asia

- Alstom
- Reporting line
- Dotted reporting line

A, Fortune 500, global energy & control solution company headquartered in France with revenue of USD 20 billion.

| Energy Solution |

- Delivered **15x annual revenue growth** in 7 years from \$10M to \$150M, generated **\$900M** annual revenue in total, **surpassed targeted quota by 60%** through having masterminded and led 3 dramatic strategic turnaround efforts and sales strategies;
- Formulated sales strategies** by implementing Strategic Research in penetrating market and expanding market integrating insights from analysis of market, customers' needs and competition, **decisively contributed to revenue growth**;
- Recruited, trained, motivated, and coached high-performing sales teams** through providing enablement to optimize value selling skills in prospecting, presentations, account acquisition, customer networking, influencing executives and closing deals;

Senior Business Development Manager

- VEOLIA
- Reporting line

A, Fortune 500, global public utility service and solution company headquartered in France.

- Developed a qualified and consolidated pipeline** of \$600M for business opportunities in utilities and industrial market, prioritized, fostered and realized opportunities to **close the deals of \$100M surpassed goal by 10%**;

General Manager of Jinan Office

- Asian-Tec Ltd.
- Reporting line

Run a 12-member sales and project office covering functions of Sales, tendering, project execution, finance, and after-sale service, managed \$15M revenue in total and 18 EPC-packaged projects execution, and achieved \$2M net profit, 110% over goal.

- Propelled sales team to achieve sales revenue \$15M surpassed goal by 29%** through

07/2015 to 02/2020

Hongkong & Beijing
CEO Asia-Pacific

VP Digital BU APAC

06/2008 to 06/2015

Beijing

Global Sales & Marketing VP
Managing Director Asia

Sales & Marketing Director Asia

11/2003 to 05/2008

Beijing

BD Director

Senior BD Manager

09/1995 to 11/2003

Beijing

General Manager

General Manager

Strengths

Value Selling
Sales Strategy Development
Go-to-Market Strategy Development
Strategic Planning
Problem-solving
Sales Management
Business Development
Relationship Building
Financial Acumen
Negotiation
Project Management
Collaboration and Influencing

series of strategic initiatives to penetrate the market, engage customers inspire sales through incentive policy;

EDUCATION & TRAINING

Beijing Electric Power College
Environmental Engineering

July 1995

International Institute of Business Analysis
Course of 'Business Analysis Body of Knowledge', for acquiring CBAP

2018

PERSONAL & SKILLS

Soft Skills

- Result-oriented
- Customer-focus
- Empathy
- Adaptive
- Motivation
- Inspiration

Technical Skills and Software Tools

- Business analysis ●●●●●
- Data Analytics ●●●●●
- Data Visualization ●●●●●
- Data Modeling ●●●●●
- Financial Analysis and Modeling ●●●●●
- Machine Learning, Deep Learning, NLP ●●●●●
- Python, JavaScript, HTML5, CSS3 ●●●●●
- Power BI, Power Apps, MS Office Suite, MS Dynamic 365 ●●●●●
- CRM, Salesforce.com(SFDC) ●●●●●