

Ingrid Larsson

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PROFESSIONAL SUMMARY

Accomplished Chief Revenue Officer with 8 years of progressive experience in Sales. Demonstrated expertise in Sales Operations, Sales Analytics, Forecasting with a strong track record of driving innovation and delivering measurable business results.

CORE COMPETENCIES

Sales Operations

Sales Analytics

Forecasting

Territory Management

Commission Planning

PROFESSIONAL EXPERIENCE

Chief Revenue Officer | Zara

2020 - Present | Panama City, Panama

- Spearheaded sales initiatives that delivered 28% improvement in operational efficiency
- Led cross-functional teams of 15 professionals across multiple high-impact projects
- Architected and implemented Sales Operations solutions resulting in \$267K annual cost savings
- Established best practices and mentored 3 team members, improving overall team productivity by 34%

Chief Revenue Officer | Intel

2016 - 2020

- Developed and maintained sales analytics applications serving 56K+ users
- Collaborated with product and design teams to deliver 14 major feature releases
- Optimized system performance resulting in 41% reduction in response time

EDUCATION

Bachelor of Science in Economics

Chicago Booth | 2012

CERTIFICATIONS

- HubSpot Sales Certified