

# Rene Cardenas

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## Career Summary

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- Strategic and operations leader with expertise in driving business execution, optimizing processes, and aligning cross-functional teams to accelerate growth.
- Proven ability to lead high-impact strategic initiatives, analyze market and operational data, and develop performance tracking frameworks (OKRs, KPIs) to ensure informed decision-making.
- Adept at solving complex business challenges, structuring ambiguous problems, and managing multiple projects from discovery to execution. Experienced in competitive analysis, market research, and business performance management in fast-paced, high-growth environments.

## Experience

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### Telestream | SVP, Business Planning

2023 – 2024

- Co-authored company-wide assessment across all business functions for a global media technology provider, developing short/long-term strategic plans and a playbook for acquisition.
- Conducted product market research and competitive analysis, identifying strategic growth opportunities and product roadmap priorities.
- Completed pricing analysis, scenario modeling, and margin analysis, transitioning a video streaming solution from perpetual licenses to subscription pricing, producing \$1.2m ARR in year one.
- Designed and tracked product management OKRs and KPIs, providing important visibility into release planning and execution.
- Designed executive dashboards to track people analytics and business performance KPIs.
- Created training handbook on cloud technologies and SaaS for sales and marketing.
- Developed executive monthly/quarterly reviews for Board of Directors and C-suite leadership.
- Collaborated with VP of Marketing on GTM efforts, including marketing emails, media briefings, blog posts, videos, field marketing event preparation, and managing PR partners.

### iTradeNetwork | VP, Strategic Planning & Marketing

2016 – 2022

- Wrote, presented, and executed strategy to deliver 20+% revenue/EBITDA growth, pushing what had been a high 8-figure revenue SaaS food supply chain tech company over the \$100M mark.
- Supported operational cadence of weekly, monthly, and quarterly business reviews, providing insights into customer trends and performance.
- Developed data-backed M&A and partnership strategies, assessing market positioning and acquisition viability.
- Built Pricing Team that revamped and standardized solution pricing, contributing to 10% revenue growth in the first year.
- Developed usage forecasting and customer segmentation models for customer success operations and improving customer health check/pulse accuracy.
- Created and presented monthly business reviews, quarterly reporting packages, Annual Operating Plans, and 3- to 5-year strategic plans for executives and Board of Directors.
- Developed competitive intelligence reports, providing executive leadership with actionable insights into market positioning.
- Created data visualization dashboards (Excel, Power BI, Tableau) to track financial performance metrics and assess operational execution.
- Re-launched marketing function: built team responsible for product marketing, brand marketing, strategic partnerships, lead generation, press/analyst relations, and field events.

**D+H | Director of Client Relations****2014 – 2016**

- Created and standardized quarterly business reviews for D+H's digital money movement organization, conducting approximately 75 client reviews with key decision makers and C-level leadership.
- Co-led new License Audit Program, establishing a process to monitor customer usage then contract for additional volume, generating more than \$1M in net new annual revenue.
- Created Power BI/PowerPivot dashboard to monitor and report client usage metrics.
- Oversaw business unit revenue tracking and planning, including SaaS revenue forecasts on a monthly, quarterly, yearly, and multi-year basis, assisting in the organizational strategic planning and financial operations.

**CashEdge/Fiserv | Business Process Analyst/Operations Account Manager****2011 – 2014**

- Led project to consolidate customer support operations among four sites for a D2C money movement solution, reducing support expenses by \$1M over 3 years while retaining all personnel.
- Assisted finance, product strategy, and business development teams, analyzing millions of transactions across four electronic money movement products, determining opportunities for increased product adoption and risk mitigation.
- Implemented VBA-based process automation in the customer service department, resulting in a 20% reduction in reporting cycle time.
- Administered Salesforce.com instance for 150+ users across 4 sites and 5 departments, including the continuous invention and maintenance of workflows (including automated/time-triggered flows), validation rules, assignment rules, report creation, and Self Service/Customer Portals.
- Developed Excel and PowerPivot executive dashboards, providing a way to track sales metrics and user activity against the Annual Operating Plan.
- Produced client-facing ROI models, assisting Fiserv's Global Sales Organization in acquiring five new clients and expanding business with existing customers.
- Principal Technical Support Manager for two top 20 U.S. financial institutions.

**Education & Certifications**

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Middlebury Institute of International Studies, MBA

Santa Clara University, BA History & Italian

*Magna cum laude*, Phi Beta Kappa

Google Data Analytics Professional Certificate

- Mastery of data cleaning, analysis, and visualization using SQL, R, and Tableau; applied data-driven decision-making and storytelling techniques to solve real-world challenges.

Microsoft Excel Expert Certificate

- Advanced proficiency in complex formulas, data analysis tools (PivotTables, Power Query), macros, advanced charting techniques, and data visualization

**Honors & Skills**

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- Expert: Microsoft Excel, Google Sheets
- Proficiency: SQL, R, Tableau, Microsoft Power BI, Oracle, Salesforce, ServiceNow, Jira, SharePoint, Visio, Confluence, Adobe Creative Suite, SAP, DocuSign
- Languages: English (Native), Spanish (Native), Italian (Fluent), French (Advanced)
- Jeopardy! Contestant, Season 28 (2012)