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Top Skills

Organizational Leadership
Territory Management
Salesforce.com

Languages

English (Professional Working)
Russian (Professional Working)
Latvian (Native or Bilingual)

Certifications

The Definitive Guide to Revenue
Leadership: Design & Build
The Definitive Guide to Revenue
Leadership: Execute & Scale

Robert Roseberg

Director, Revenue Operations
Perth, Scotland, United Kingdom

Summary

Revenue operations advisor for SaaS startups and scaleups. Delivering valuable insights, technology and processes to ensure high growth businesses are focused on scalability and revenue growth.

Experience

Breakout Learning

3 months

Director, Revenue Operations
September 2023 - Present (2 months)
Dallas, Texas, United States

Consultant, Revenue Operations
August 2023 - September 2023 (2 months)
Dallas, Texas, United States

SimScale

2 years 3 months

Director, Revenue Operations
August 2023 - Present (3 months)
Munich, Bavaria, Germany

- Driving effective revenue operational management with Chief Operating Officer and CEO;
- Managing revenue growth strategy and execution, operations, customer success, enablement, and data analysis to support our GTM initiatives;
- Driving annual revenue planning with the executive team. Owning performance and predictability data models;
- Collaborating with GTM team leaders to drive and align quarterly and annual operations plans;
- Partnering with relevant GTM teams to leverage performance analytics, influence cross-functional revenue programs and escalate relevant topics;
- Build strong working relationships with executives and key leaders across GTM teams (e.g. sales, marketing, product, engineering, IT, and finance) and

influence the goals and priorities of stakeholders whose mission aligns with revenue operations;

Director, Revenue Operations

August 2021 - September 2023 (2 years 2 months)

Munich, Bavaria, Germany

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workstf.com

Director, Consulting Services

May 2023 - Present (6 months)

Edinburgh, Scotland, United Kingdom

Birdie

Manager, Revenue Operations

May 2021 - August 2021 (4 months)

London, England, United Kingdom

- Building and leading Birdie's first Revenue Operations organization;
- Working directly with the Commercial Leadership team (across sales, marketing, and customer success) to define, optimize, document, and maintain the right processes (playbooks) to scale effectively and reduce friction across all commercial activities. Consistently monitor feedback from the commercial teams to improve processes and promote efficiency;
- Owning and managing full internal commercial technology strategy and stack to scale ahead of the business needs;
- Leading CRM adoption (Hubspot) and ongoing user management, and data management, ensuring the integrity of all data within our systems;

- Working closely with Commercial Leadership to develop KPIs to measure the team's productivity and shape the company's goals, targets, and forecasts;
- Shaping commercial strategy through data-driven analytics & insights.

Pegafund

Adviser, Revenue Operations

May 2021 - August 2021 (4 months)

Amsterdam, Netherlands

High growth companies require a modern CFO - a strategic, tactical and operational growth leader. Someone who is global-minded and experienced in delivering quick time-to-value, just like a delightful SaaS solution. We enable scaleup founders, leaders, and investors to be agile and aligned on the future by integrating customer and people data with strategy and growth planning. Pegafund's ideal customers are high growth SaaS scaleups headquartered in Europe or the UK with global customers that generate 1-10MM ARR.

Is your startup family scaling quickly to a high performing sports team?

Unibuddy

Manager, Revenue Operations

January 2021 - April 2021 (4 months)

London, England, United Kingdom

Key achievements:

- Investor due diligence, SaaS metrics and key unit economics revision and ownership
- Sales team performance audit and executive recommendations

Responsibilities at Unibuddy included:

- Owning, defining, implementing and leading the revenue operations function at Unibuddy
- Owning commercial reporting across our global customer base
- Driving sales forecasting, territory planning and compensation strategies
- Administrating, designing, and implementing best-in-class tools and solutions to ensure efficient and effective business processes
- Sales, Marketing, Partnerships, Customer Success enablement, including building workflows and delivering training to a variety of teams
- Working across commercial teams to ensure KPI's are aligned and accountable on their KPI's across the entire customer lifecycle

- Preparing and distributing monthly and quarterly reporting to company-wide stakeholders and leadership team
- Supporting annual planning cycles including forecasting, coverage model revisions, territory design, and cascading financial plans to international markets
- Driving continuous operational improvement through standard operating cadences including weekly forecast and metric reviews in addition to monthly and quarterly go-to-market business reviews

OnScale

2 years 11 months

Manager, Revenue Operations

April 2019 - January 2021 (1 year 10 months)

Glasgow, United Kingdom

- Developing internal service-level agreements and procedures
- Driving implementation of tracking sales compensation & commission attribution
- Delivering on commercial and investor reporting requests
- Workflow process development and documentation
- Planning list building and audience segmentation activities, lead management processes
- Driving campaign implementation and process execution
- Designing lead workflows for more efficient lead routing and account assignment
- Overseeing account and territory planning process implementation and integration between CRM/Automation platforms
- Integrating, optimising, and developing overall strategy for commercial tech stack
- Stack deployment and training
- Commercial team training on new processes and systems
- Delivering commercial tech stack support / service desk implementation and training
- Managing internal sales and marketing data and analytics integrations, quality (de-duplication, appendment, enrichment) and quality
- Measurement of metrics & KPIs and dashboard development
- Subscription plan definition and integration across multiple platforms

Manager, Marketing and Sales Operations

January 2019 - April 2019 (4 months)

Glasgow, United Kingdom

- Owning OnScale's demand generation campaigns and driving key metrics
- Facilitating team operations and improving the efficiency and effectiveness of the commercial teams
- Building, executing and reporting on email marketing and nurture campaigns
- Monitoring lead creation and conversion within HubSpot and Salesforce
- Building and producing repeatable reports on the ROI of all marketing and other funnel activities
- Developing reports, dashboards, and processes to continuously monitor data quality and integrity
- Ensuring data consistency and accuracy (e.g., data processes and clean-up to support accurate reporting)
- Managing marketing calendar and driving lead generation and nurture programs
- Owning and integrating growth marketing experiments (referral program)

Manager, Global Marketing

March 2018 - January 2019 (11 months)

Glasgow, Scotland, United Kingdom

- Planning and executing marketing activities and developing content calendar for B2B lead acquisition
- Working in line with business and marketing plan to deliver timely marketing activities in alignment with PR announcements, conferences and strategic business targets
- Supporting and integrating global marketing strategy and campaigns across UK, EMEA, US, APAC and ROW
- Improving and extending OnScale presence digitally, maximising reach and conversion across all marketing channels delivering tracked campaigns and brand elevating visuals;
- Project managing CRM, CMS and ESP implementation of HubSpot, Salesforce, Salesforce Pardot, Mailchimp platforms
- Driving changes in marketing channels and analysing marketing performance, impact and KPIs/ROI
- Executing marketing campaigns, organising content and analysing campaign data
- Enabling seamless customer experience by overseeing integrations through API's across multiple platforms
- Creating inbound/outbound marketing assets and sales playbook, organising web content and work with company key stakeholders to reach new B2B customers

- Hiring top talent, driving professional development and training plans using Lattice
- Managing implementation of SEO/PPC strategy for search to grow organic and paid traffic. Monitoring and optimising SEO/PPC campaigns using Google Search Console, Moz and Yost platforms
- Coordinating PR and Social Media outreach campaigns with partner agencies, built our Social Media team in-house
- Working with UK, EMEA, US, APAC and ROW partners to grow brand exposure
- Driving email marketing automation, implementation and execution

Trespass

Specialist, Email Marketing

March 2017 - March 2018 (1 year 1 month)

Glasgow, United Kingdom

As email marketing specialist I was solely responsible to automate email campaign delivery aimed to generate revenue and improve ROI. Track and estimate event-based, daily, weekly, monthly and yearly marketing KPIs and analyse data to improve email marketing delivery across the business for better ROI. Plan and implement strategies for lead acquisition to grow subscriber base. Work with e-commerce, social media, PPC, content and design/photography departments to generate campaign assets and increase campaign reach across multiple channels.

I was also working in a team of managers to research and introduce new systems for compliance with the upcoming EU General Data Protection Regulation Act 2018 (GDPR/PECA) and Information Commissioner's Office (ICO).

Additionally my job responsibilities included:

- Planning and developing data-driven email marketing campaigns and strategy
- Developing automated campaigns, designing automation blueprints and recommendations
- Segmenting and refining email subscribers, reading and analysing AI driven customer data
- Reporting on email campaign ROI, KPIs
- Managing projects and monitoring implementations of our tech stack

- Analysing large datasets, customer personas and discovering consumer patterns
- Researching and implementing new methods on acquiring customers and consent
- Developing website user interface (UI) and user experience (UX) based on behavioural patterns
- Creating and edit HTML/CSS content, creating sign-up forms and administrating website using industry leading e-commerce CMS Magento
- Content copywriting and strategy
- Designing digital assets for campaigns and external events in a team or skilful digital designers
- Accompanying and planning product photo shoots with the photography department

The House of Bruar

Head of Design & Marketing Communications

October 2015 - March 2017 (1 year 6 months)

Blair Atholl, Scotland

As Head of Design & Marketing Communications at The House of Bruar I was working closely with the Head of eCommerce and business owners to plan company marketing activities around monthly sales events and annual product catalogue releases. By working with internal teams and various media outlets, printers, editors and retouch partners I was responsible assurance of design guidelines across the all company assets. For most of my time at House of Bruar I worked directly with the family owning the business and undertook various tasks touching most aspects of the business.

Some of my job duties included:

- Raising awareness of company brand, departments and online store using all digital marketing channels
- Working with advertisers and newspapers to publish company ads via various national outlets (Daily Mail, Telegraph, The Times, Scotsman, Tatler etc.)
- Driving company website changes to increase ROI, conversion and to improve brand recognition
- Delivering, optimising and building regular email newsletters to more than 100,000 customers using GetResponse

- Working with 3rd parties to update our website by writing specification and documenting the changes required considering customer experience and responsive design in mind
- Challenging results and A/B test data and information to ensure methodical approach to design
- Liaising with printers, local advertisers and working together towards better colour reproduction and print quality for a yearly mail order catalogue of more than 2,500,000 copies
- Developing branding, packaging and stationary for internal brand exposure and retail departments
- Planning, designing and developing all business, marketing and sales communication assets and advertising
- Working closely with photography department for catalogue photography sessions, event photography and online/offline seasonal product promotions
- Running field marketing activities on annual sales events.

White & Blank SIA

Consulting Director

October 2012 - October 2015 (3 years 1 month)

Riga, Latvia

Opening contracting business to provide projects management, and web/software development and digital talent for SME, MME and Enterprise businesses and government in Baltic states. At the company I was consulting and outsourcing private digital web/software development and government procurement projects, working with company stakeholders and specialists I consulted them on project scope, design, strategy and advised on fulfilment of government procurements. Larger projects involved implementation of custom enterprise intranets and websites. Consulting on digital transformation.

Softikom

Lead Digital Designer

March 2012 - November 2013 (1 year 9 months)

Riga, Latvia

In the digital agency I was mainly working with B2B, B2C (SME, MME, Enterprise) customers, and government departments, in collaboration with other stakeholders I scoped procurement documents and designed digital solutions from concept to proposal, and for development.

Sun Coast Valley, SIA

Head Of Digital

October 2010 - February 2012 (1 year 5 months)

Saulkrasti, Riga, Latvia

As a Head of Digital I was overseeing project management, product development and product design, and implementing agile workflows and maintaining the product roadmap. Directly reporting to CEO we worked on go-to-market strategies and our digital portfolio growth, that consisted of diverse products of digital news services, online flash game platform, virtual mobile network and digital marketplace asset store.

Softikom

Sales Account Executive

April 2010 - June 2010 (3 months)

Riga, Latvia

As a AE in Digital Agency my role was to reach out potential customers and deliver our company branding, web, hosting and associated services in context of our potential customer interests. Our team was responsible of sales target quota attainment, improving innovative sales techniques to attract inbound sales leads, sales prospecting and building relationships with customers, as well as customer success.

IT Solutions

Apprentice, Information Technology

July 2008 - January 2009 (7 months)

Riga, Latvia

As an apprentice I was trained to install, maintain and repair computer software and equipment. With a team of driven enthusiasts I was learning to repair/install Windows/Linux Operating Systems (OS), upgrade computer hardware and software (essential functional, security and business-like software), analyse and detect software/hardware issues, computer cleanup and virus detection. In the period of my apprenticeship I also gained basic knowledge in programming languages HTML/CSS, web development and in networking.

IDYNAMIC Group

Trainee Flash Designer/Animator

April 2008 - June 2008 (3 months)

Riga, Latvia

Employed in a fast-growing innovative information technology company as Trainee Flash Designer/Animator I studied ActionScript 2.0, 3.0 for AdobeFlash and learned to implement advanced scripting technologies

together with frame to frame animations to develop advanced animations with applied physics as well as interactive web based animations.

Education

The Open University

Software Engineering, Computer Software Engineering · (August 2022 - July 2028)