

Shaun Hall

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Strategic Revenue Operations Professional

Transformational Deal Desk and RevOps leader with 7+ years driving \$25M+ in cumulative revenue impact across high-growth SaaS companies. Expert in architecting scalable quote-to-cash systems, leading cross-functional revenue optimization initiatives, and implementing AI-driven automation that delivers measurable ROI. Proven track record building and scaling revenue operations from startup to enterprise.

Core Revenue Operations Expertise

Strategic Leadership: Revenue Strategy | Deal Architecture | Cross-functional Team Leadership

Revenue Technology: Salesforce/HubSpot Architecture | CPQ Implementation | Zuora Revenue Recognition | AI-Driven Automation | Quote-to-Cash Optimization

Analytics & Intelligence: Revenue Forecasting | Deal Risk Analysis | Performance Metrics | Tableau/PowerBI | SQL/Python | Predictive Modeling

Enterprise Systems: N8N | SFDC | HubSpot | Make | Clay | Zuora | NetSuite | Workday Financials | DocuSign CLM | Avalara Tax | Ariba Procurement | FedRAMP | GCP Google Marketplace |

Professional Experience

RevCloud.io

Head of Deal Strategy & Revenue Operations

January 2025 – Present

- Architected enterprise-grade HubSpot revenue infrastructure, delivering 45% improvement in lead-to-close conversion and \$2.8M incremental ARR across client portfolio.
- Built and scaled AI-powered quote-to-cash automation platform, reducing average deal cycle time by 35% while maintaining 99.5% quote accuracy.
- Led cross-functional initiatives with founding teams, implementing dynamic pricing models and approval workflows that enabled 60% faster enterprise deal closure.
- Designed fractional RevOps framework now adopted by 12+ portfolio companies, standardizing deal desk processes for scalable growth.
- Implemented tiered discount stepdown strategies across client portfolio, optimizing pricing elasticity and increasing average deal value by 28% while maintaining competitive positioning.

Remote, Inc.

Senior Deal Desk Analyst

November 2024 – June 2025

- Engineered streamlined procurement processes collaborating with Sales, DevOps, and Field AI teams, reducing enterprise deal cycle time by 40%.
- Analyzed complex customer requirements across 25+ countries, structuring innovative deal frameworks that closed \$6.8M in Q4 enterprise revenue.
- Built automated deal escalation workflows and risk assessment models, enabling sales teams to navigate enterprise procurement with 85%-win rate improvement.
- Influenced C-level stakeholders through data-driven deal strategy, contributing to company's successful Series D fundraising.
- Designed multi-year discount stepdown models for enterprise contracts, balancing customer acquisition with long-term revenue optimization across global markets.

Bloomreach, Inc.

Senior Deal Desk Analyst

October 2022 – November 2024

- Spearheaded complete Deal Desk redesign across Sales, Legal, Finance, and Product teams, achieving 35% reduction in deal cycle times while scaling to 2x booking volume.
- Managed end-to-end deal orchestration for \$18M+ annual bookings, implementing advanced approval workflows and contract automation in Salesforce.
- Collaborated strategically with Enterprise AEs to structure complex multi-year agreements, directly contributing to \$7.2M in closed revenue across Q2-Q4.
- Developed deal performance analytics and forecasting models, improving revenue predictability by 48% and enabling executive-level strategic planning.
- Architected progressive discount frameworks reducing Year 1 pricing by 25% with annual step-downs, resulting in 15% higher customer lifetime value through improved retention.

FrontApp, Inc.

Deal Desk Manager

March 2022–October 2022

- Orchestrated product launch integrations from concept to market, ensuring seamless quote-to-cash alignment that supported \$4.1M in new product revenue.
- Delivered comprehensive pre-sales solution consultancy, enabling sales team to navigate complex enterprise requirements and close 73% of qualified opportunities.

- Innovated auto-renewal automation and customer health analytics, increasing renewal rates by 40% and creating \$1.8M in predictable recurring revenue.
- Designed sales-to-deal-desk communication framework, reducing operational errors by 30% and improving deal velocity through streamlined collaboration.
- Developed strategic discount stepdown playbook for new product launches, optimizing market penetration pricing while ensuring sustainable revenue growth trajectories.

ServiceTitan, Inc.

Senior Enterprise Deal Desk Analyst

September 2021 – March 2022

- Executed complete turnaround of failed 7,000-seat enterprise deployment, delivering project \$65K under budget while exceeding customer satisfaction metrics.
- Managed high-stakes end-of-period processes ensuring accurate revenue recognition for \$20M+ quarterly bookings with zero audit findings.
- Led strategic enterprise product catalog implementation, partnering with Customer Success to develop M&A integration playbook used across 15+ acquisitions.
- Implemented CPQ and Workday Financials through comprehensive UAT (200+ test cases), automating \$5.4M in subscription management and renewal workflows.
- Configured volume-based discount step-downs in CPQ system, enabling enterprise sales teams to structure competitive deals while maintaining margin compliance across all product lines.

OpenSesame, Inc.

Deal Desk Analyst

March 2021 – September 2021

- Developed self-service portal serving 40,000+ end-users, driving 42% operational efficiency improvement and \$940K quantified cost savings.
- Consulted on complex deal architecture and pricing strategies, enabling sales teams to win competitive enterprise deals worth \$2.3M total contract value.
- Transformed objection handling and value positioning frameworks, contributing to 25% improvement in enterprise deal closure rates.
- Revolutionized Salesforce CPQ configuration, reducing quote generation errors by 70% and enabling same-day quote turnaround for enterprise prospects.
- Built automated discount approval workflows with stepdown validation rules, ensuring pricing integrity while empowering sales teams with flexible deal structuring capabilities.

PagerDuty, Inc

Senior Deal Desk Analyst

March 2020 – March 2021

- Orchestrated mission-critical Zuora and Salesforce implementation, generating \$14.5M revenue growth with projected \$26.7M three-year operational savings.
- Launched comprehensive sales enablement program across all segments, accelerating product training efficiency by 35% and improving deal quality.
- Established deal construction expertise and pricing governance, maintaining 99.2% contract accuracy while supporting 150% booking growth year-over-year.
- Built subscription management and escalation protocols, ensuring seamless customer experience across \$50M+ ARR platform.
- Designed annual contract value optimization through discount stepdown methodology, increasing average subscription duration by 18 months while improving customer acquisition costs.

Zoom Video Communications, Inc.

Senior Deal Desk Analyst

December 2017 – March 2020

- Pioneered innovative sales process automation achieving 29% efficiency gains with 70% ROI, supporting Zoom's path to IPO readiness.
- Created comprehensive process documentation and training framework, reducing quote errors by 19% while onboarding 200+ new sales hires.
- Streamlined billing and invoicing architecture in SFDC and Zuora, supporting seamless customer experience across 10M+ monthly participants.
- Established deal review protocols and compliance standards that supported \$8.1M revenue growth during critical pre-IPO scaling period.
- Implemented time-limited discount stepdown structures in Zuora, balancing aggressive growth targets with revenue recognition requirements during pre-IPO scaling phase.

Education

Bachelor of Arts | Computer Systems Networking and Telecommunications College of Charleston, Charleston, SC | 2008-2012

Professional Development

- **SimpliLearn SkillUp** – n8n Certified (2025)
- **Make** – Make Basics Certified (2025)
- **Make** – Make Foundation Certified (2025)
- **HubSpot** – Sales Software Certified (2025)
- **HubSpot** - Revenue Operations Certified (2025)
- **Databricks** – Generative AI Fundamentals (2024)
- **The Iron Yard** – Full Stack Web Development Bootcamp (2017)
- **FreeCodeCamp** – Full Stack Web Development Certification (2016)