Venkat Iyer

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PROFESSIONAL SUMMARY

MBA graduate with 12 years of experience in managing complex, cross-functional projects in Revenue Operations, Business Operations, and Marketing, across Canada, LATAM, France & India

PROFESSIONAL EXPERIENCE

Lead, Global Revenue Operations (Sales), Shopify, Canada — 2023 - Present

- **Builders Club 2024 (Top 1.5%):** Leading revenue operations for 500+ sales professionals across ~$4B+ pipeline; driving $180M+ opportunities across 28 AI transformation and enterprise system initiatives
- **Championed AI Account Planning** eliminating 52 days annual toil via GumLoop automation; reduced brief generation 93%, unlocking 80K+ hours/year for strategic selling
- **Led Salesforce CPQ implementation** streamlining quote-to-cash; established guided selling, automated approvals, resolved 400+ enablement issues
- **Built AI Coaching platform (Coachify)** automating call grading for $55M GP opportunity; integrated OODA loop framework targeting 7pp win rate improvement

Manager, Revenue Operations (SDR), Shopify, Canada — 2021 - 2023

- Redesigned BDR role globally (74 FTEs) and unified inbound/outbound SDR functions; revamped segmentation, compensation metrics, lead routing; established pod framework, predictive lead scoring, campaign operations; improved conversion 25%, target attainment 3x

Strategic Initiatives Manager (Corporate Strategy), Ceridian, Canada — 2020 - 2021

- Collaborated with Product, UX and Marketing to deploy a successful launch of the Dayforce Wallet (Cloud-based on-demand pay technology) product in Canada

GTM Lead, Araku Coffee, France/India — 2018 - 2019

Sustainable coffee brand working with tribal farmers in India, retailing in Paris

- Led GTM strategy building brand book, positioning, pricing; launched self-service e-commerce and Paris cafes; achieved 150% sales targets in first 3 months

Manager, GTM Strategy, Mahindra and Mahindra, India — 2015 - 2018

$19B global conglomerate across Technology, Retail, and Automotive

- Built AI-led predictive credit-underwriting model for microfinance firm serving rural citizens; achieved 20% rise in loan disbursements, $300K annual savings
- Launched online subscription e-commerce platform for $120M beverages brand (Saboro); drove 30% sales increase through new channel

Operations Manager, Reliance Industries Ltd. (RIL), India — 2011 - 2013

- Led process-improvement initiatives via Kaizen; generated most Kaizens 2 years running, achieved zero critical accidents, 95% plant availability

EDUCATION

MBA, Ivey Business School, Western University (2019 - 2020) | **PGDM**, Indian Institute of Management, Trichy (2013 - 2015) | **B.Tech Chemical Engineering**, National Institute of Technology, Surat (2007 - 2011)

SKILLS & TOOLS

AI/ML: GumLoop, Cursor, LibreChat, GPT-4o, GEPA, ML Models, Prompt Engineering | **Revenue Stack:** Salesforce (CPQ, API), Salesloft, Seismic, Varicent, Anaplan, UAL | **Data:** BigQuery, Looker, SQL, Python, Tableau, Statistical Modeling, A/B Testing | **Dev:** Python, JavaScript, APIs, ETL, Git