

# Steven Ashcroft

Director of Revenue Operations

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## SKILLS

Revenue Operations —●

GTM Strategy —●

Salesforce —●

HubSpot —●

CRM —●

SQL —●

Power BI —●

Tableau —●

Forecasting —●

Leadership —●

## EDUCATION

**Bachelor of Arts** 06/2013

University of Washington

Seattle, WA

Economics

## SUMMARY

Director of revenue operations with 12 years in sales and revenue operations for B2B SaaS and health tech, leading an 8-person team across sales, marketing and customer success operations. Shapes GTM strategy with the CRO and CFO, owns the Salesforce and HubSpot CRM stack and built the forecasting model behind \$210M in ARR.

## EXPERIENCE

**Director of Revenue Operations** 06/2022 - Present

Cascade Cloud Security Seattle, WA

Cloud security SaaS company with 260 go-to-market staff and \$210M in ARR.

- Lead an 8-person RevOps team across sales, marketing and customer success operations.
- Develop annual GTM strategy and capacity plans with the CRO and CFO, supporting growth from \$140M to \$210M ARR.
- Manage the Salesforce and HubSpot CRM architecture for 260 users and 14 connected tools.
- Present board-level forecasting and pipeline reports in Power BI each quarter, landing within 3% of actual.

**Senior Manager, Revenue Operations** 02/2019 - 05/2022

Elliott Bay Analytics Seattle, WA

Retail analytics software company growing from \$35M to \$80M in ARR.

- Built the first company-wide revenue operations function, growing it from 2 to 6 people.
- Wrote SQL and Tableau reporting on net revenue retention, cutting monthly reporting time from 5 days to 2.
- Redesigned lead-to-cash handoffs across 4 teams, cutting quote turnaround 40%.
- Negotiated 9 sales tool contracts, saving \$340K a year.

**Sales Operations Manager** 08/2014 - 01/2019

Evergreen Telehealth Bellevue, WA

Telehealth platform selling to clinics and health systems.

- Managed sales operations for 60 reps selling to 1,200 clinics.
- Built territory and quota models in Excel for 4 planning cycles.
- Launched Salesforce CPQ for 3 product lines with IT and finance.