

# Adrian Webb

## STRATEGY & OPERATIONS MANAGER

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### SUMMARY

Strategy and operations manager with 8 years across management consulting and B2B software, now leading planning and revenue operations analytics for a \$120M ARR company. Pairs SQL, Excel and Salesforce data with sound business judgment, and turns analysis into plans that sales, finance and product leaders act on.

### EXPERIENCE

#### Strategy & Operations Manager

04/2023 - Present

Barton Creek Software

Austin, TX

Lead a 4-person strategy and operations team reporting to the COO of a \$120M ARR software company.

- Lead annual planning for a **\$120M** ARR business, setting quotas, territories and headcount for 160 sales roles.
- Built a revenue operations forecast in SQL and Salesforce that lands within 3% of each quarter and anchors every board meeting.
- Analyze Gong call data and win rates to redesign the mid-market sales process, lifting win rate from 21% to 26%.
- Manage 4 analysts and run project management for 6 cross-functional initiatives, including a \$9M pricing change.

#### Senior Consultant

08/2019 - 03/2023

Westlake Consulting Group

Dallas, TX

Growth strategy and go-to-market consulting for software and services clients.

- Directed workstreams on 10 go-to-market and pricing projects for software clients with \$50M to \$2B in revenue.
- Modeled customer lifetime value and churn for a payroll software client, shaping a retention plan worth \$14M a year.
- Facilitated executive workshops with 8-12 leaders at a time to agree on growth priorities and 3-year targets.

#### Analyst

07/2018 - 07/2019

Westlake Consulting Group

Dallas, TX

Research and modeling for commercial due diligence and growth projects.

- Researched markets and built Excel models for 6 commercial due diligence projects for private equity buyers.
- Produced 150+ PowerPoint slides a month for client steering committees and partner reviews.
- Analyzed survey data from 2,000 customers for a pricing study across a software client's 3 core markets.

### SKILLS

Revenue Operations

Salesforce

Gong

SQL

Excel

Financial Modeling

Management Consulting

Project Management

Presentation Skills

Strategic Thinking

### EDUCATION

#### Bachelor of Business Administration

05/2018

The University of Texas at Austin  
Finance

Austin, TX