

CHELSEA KENNAMORE, MBA

Revenue Operations & GTM Strategy Leader

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EXECUTIVE PROFILE

Revenue Operations and go-to-market strategy leader with 14+ years of experience building the forecasting, pipeline governance, analytics, systems, and operating rhythms that help B2B SaaS and technology organizations scale predictably. Proven cross-functional partner to Sales, Finance, Customer Success, and Marketing — with a track record of improving forecast accuracy from 70% to 92%, supporting 454% year-over-year ARR bookings growth, improving gross margin by 22%, and building RevOps infrastructure that strengthens GTM execution across the full revenue lifecycle. Deep expertise in Salesforce, HubSpot, territory and quota design, capacity planning, and translating executive growth goals into measurable, accountable operating plans.

CORE COMPETENCIES

GTM Planning & Strategy	Forecasting & Pipeline Management	Territory, Quota & Capacity Planning	Finance Partnership & Modeling	Executive Analytics & QBRs
Salesforce & GTM Systems Architecture	Revenue Performance & Productivity	Pricing, Compensation & Deal Governance	Customer Lifecycle & Renewals	Team Leadership & Development

PROFESSIONAL EXPERIENCE

Director of Revenue Operations

Feb 2026 – Present

Learning.com · PE-backed B2B SaaS, K-12 EdTech

Selected to build the company's first dedicated Revenue Operations function, establishing the infrastructure, operating rhythms, and governance needed to scale GTM execution.

- **Team & Function Leadership:** Lead a team of direct reports while serving as the primary RevOps partner to executive and GTM leadership across Sales, Marketing, Customer Success, and Finance — building the people, processes, and systems needed to scale a first-ever Revenue Operations function.
- Partnered with executive and GTM leaders to design forecasting frameworks, pipeline governance, renewals processes, and executive revenue reporting that created consistent visibility across the organization.
- Established standardized opportunity stages, exit criteria, forecast categories, and weekly pipeline inspection cadences — improving forecast discipline and visibility into revenue risk across the organization.
- Built Salesforce reporting, pipeline definitions, and operating cadence infrastructure that created a single source of truth for leadership planning, bookings performance, and renewals.

Revenue Operations & Enablement Manager

Nov 2022 – Feb 2026

Enumerate · PE-backed B2B SaaS

Strategic RevOps partner across Sales, Marketing, Customer Success, Finance, and executive leadership — built the operating infrastructure and GTM planning framework that supported rapid, PE-backed growth.

- **GTM Planning:** Owned annual and quarterly GTM planning with Finance and executive leadership — translating ARR growth goals into forecasting models, territory and resource allocation, capacity plans, and measurable performance priorities that aligned the full revenue organization.
- **Forecasting & Revenue Growth:** Improved forecast accuracy by 25% and supported 454% year-over-year in month bookings growth by building executive-level pipeline, KPI, and risk frameworks that surfaced conversion rates, velocity, coverage gaps, and capacity constraints in real time.
- **Salesforce & Systems:** Designed and implemented end-to-end Salesforce operating infrastructure — including lead routing, opportunity stage governance, pipeline automation, and executive dashboards — reducing manual reporting effort by 30% and improving pipeline efficiency by 20%.
- **Full-Funnel Analytics:** Integrated Salesforce, HubSpot, and marketing automation data to deliver full-funnel visibility into demand creation, attribution, and conversion — enabling executive-level understanding of pipeline health and GTM investment returns.

- **Territory, Quota & Compensation:** Designed territory, quota, compensation, and performance frameworks in partnership with Finance and sales leadership — aligning seller coverage, incentives, and capacity to company growth objectives and annual planning assumptions.
- **Enablement:** Built scalable seller onboarding, enablement, and performance programs that strengthened CRM adoption, improved GTM execution, and reduced ramp time for new revenue team members.
- **Team Leadership:** Grew and managed a RevOps team of direct reports across multiple phases of the business — defining roles, building operating discipline, and developing team members as the function expanded alongside company growth.

Revenue Operations Lead

Jan 2018 – Oct 2022

Abacus Solutions (acquired by Fresche Solutions) · B2B Technology Services

Sole Revenue Operations owner for a \$20M+ services business — built the function, team, and systems infrastructure from scratch, owning the full revenue operations and GTM planning cycle.

- **Forecast Accuracy:** Drove forecast accuracy from 70% to 92% through CRM data governance, structured pipeline inspection rhythms, manager coaching, and clear accountability frameworks for deal progression and risk.
- **Revenue Operations:** Owned end-to-end revenue forecasting, pipeline reporting, pricing strategy, and GTM operating cadence — serving as the primary RevOps and Finance partner for all revenue planning and performance decisions.
- **Territory & Quota Planning:** Built territory models and quota-capacity planning processes that informed annual planning, resource allocation, and growth investment decisions with Finance and executive leadership.
- **Executive Analytics & QBRs:** Created executive dashboards and QBR narratives connecting pipeline health, seller productivity, performance trends, and investment needs to strategic decisions — directly supporting board-level and executive reporting.
- **Pricing & Deal Governance:** Partnered with Finance on pricing guardrails and discount governance frameworks that improved gross margin by 22% while preserving commercial flexibility and deal-level agility.
- **Team Leadership:** Built and led a team of five operations professionals — improving project throughput by 30% through structured prioritization, professional development, and disciplined operating management.

Deal Desk Manager

Jan 2014 – Jan 2018

Abacus Solutions · B2B Technology Services

- **Team & Cross-Functional Leadership:** Managed a team of direct reports on the Deal Desk while leading cross-functional execution across Sales, Customer Success, Professional Services, and Finance — building the operating model and governance that unified commercial workflows company-wide.
- Led 250+ quotes, renewals, amendments, and contract transactions annually with 100% on-time accuracy while supporting 97% customer retention across a cloud and technology services portfolio.
- Redesigned approval and contract lifecycle workflows, reducing processing time by 40% and strengthening post-sale handoffs, renewals, and customer onboarding execution.
- Led CRM/ERP rollout across contracting, Finance, and project delivery and negotiated vendor agreements that reduced operational costs by 15%.

Client Support Manager

Oct 2012 – Jan 2014

Abacus Solutions · B2B Technology Services

- Managed customer contracts, onboarding, renewals, invoicing, and expansion across cloud and technology services — contributing to sustained 97% customer retention.

EDUCATION & CREDENTIALS

Master of Business Administration (MBA) · University of North Alabama · Phi Kappa Phi · Beta Gamma Sigma

Bachelor of Science (BS) · The University of Alabama

Certifications: Salesforce Certified Associate · HubSpot Revenue Operations · Microsoft Power BI · Google Data Analytics · Salesloft Platform Expert · Google Project Management

TECHNOLOGY & TOOLS

CRM & Revenue Operations: Salesforce (Certified), HubSpot, Salesloft, ZoomInfo, CPQ, DocuSign, NetSuite

Analytics & Reporting: Power BI (Certified), Looker Studio, SQL, Excel (Advanced), Google Data Analytics

Project & Operations Management: Asana, Monday.com, ClickUp, TaskRay, Notion

AI & Automation: ChatGPT, Claude, Gemini, Copilot, Lovable, Custom GPTs & Agents