

RAHUL NATH

Revenue Operations Manager | GTM Operations | Lead-to-Cash | Salesforce | Power BI

Bengaluru, India | +91-9019516084 | rahulnath786@gmail.com | linkedin.com/in/rahulnath84

PROFESSIONAL SUMMARY

Revenue Operations and Business Operations leader with 15+ years of experience in GTM governance, Lead-to-Cash, Order-to-Cash, CRM discipline, margin governance, executive reporting and revenue workflow automation. Partnered with Founders, CFO, Sales, Delivery and Finance leaders to scale operating systems from startup stage to a \$100M+ revenue IT services organization. Built Salesforce governance, Power BI decision dashboards, resource allocation models, compliance controls and automated reporting systems to improve revenue predictability, margin visibility and executive decision-making.

CORE COMPETENCIES

Revenue Operations | GTM Operations | Sales Operations | Lead-to-Cash | Order-to-Cash | Salesforce Governance | Pipeline Management | Forecast Accuracy | CRM Hygiene | Revenue Governance | Margin Analysis | Revenue Leakage Control | Billing & Documentation Governance | Executive Dashboards | Resource Planning | Capacity Planning | KPI Frameworks | Cross-Functional Stakeholder Management | Process Automation | Change Management

PROFESSIONAL EXPERIENCE

11-year growth journey across Business Development, Founder's Office, Revenue Operations and Finance, supporting strategic execution in a high-growth analytics and IT services organization.

Assistant Manager - Revenue Operations & Business Strategy | Sigmoid Analytics | Bengaluru | Feb 2015 - Present

- Managed revenue operations governance across Sales, Delivery and Finance for a \$100M+ business, improving visibility across pipeline, margin, billing readiness, documentation compliance and resource deployment.
- Designed Lead-to-Cash and Order-to-Cash governance covering opportunity qualification, SOW/PO readiness, project kickoff controls, billing inputs and collection visibility to reduce revenue leakage and operational risk.
- Institutionalized Salesforce process discipline, MQL/SQL definitions, pipeline hygiene and stage governance to improve sales execution rigor and leadership visibility.
- Built CXO-level Power BI dashboards for revenue, margin, account health, forecast movement, resource deployment and root cause analytics, reducing manual reporting dependency and improving decision velocity.
- Partnered with CFO, Founders, Sales, Delivery and Finance stakeholders to implement operating cadences, SLA controls, margin discipline and compliance checkpoints.
- Developed resource allocation and capacity planning models using Airtable, Google Sheets and internal cloud tools to connect sales pipeline, delivery demand, utilization and margin impact.
- Led automation of recurring revenue and compliance reporting using Google Apps Script, SQL, BigQuery, Power BI and advanced spreadsheet models, improving accuracy and turnaround time.
- Partnered with CEO on investor-ready business performance dashboards and operating reports that supported strategic planning and contributed to the company's \$12M Series B raise in 2022.
- Built early-stage inside sales engine, hired and led SDR team, operationalized outbound prospecting, and closed \$800K revenue while creating the sales operations backbone.
- Designed scalable account management and resource allocation models that contributed to a 70% reduction in hunting cost structure and stronger account coverage discipline.

Business Development Consultant | ICMG World Pvt. Ltd. | Bengaluru | Feb 2013 - Jan 2015

- Built lead lists and executed cold email, LinkedIn InMail and direct outreach campaigns to generate qualified pipeline for enterprise architecture and consulting services.
- Partnered with CEO and Director on weekly sales planning, prospect targeting, campaign tracking and stakeholder management.
- Automated sales and data workflows using Excel Macros, VBA and MS Access queries, improving data quality and campaign reporting speed.

Reporting Manager | Reliance Communication | Varanasi | Dec 2011 - Jan 2013

- Coordinated regional operations reporting, installation tracking and route planning for field service teams across the Lucknow zone.
- Built Excel VBA and MS Access based reporting workflows to improve data validation, operational visibility and service delivery tracking.

Technical Supervisor | Onyx Techno Vision | Varanasi | May 2008 - Jun 2009

- Supervised DTH field installation operations, engineer allocation, route planning, quality audits and customer issue resolution across UP East.

SELECTED BUSINESS IMPACT PROJECTS

Lead-to-Cash Revenue Governance: Mapped the full workflow from lead to opportunity, SOW, PO, billing and collections; introduced controls to improve forecast visibility, documentation readiness and revenue governance.

Margin & Unit Economics Intelligence: Created deal-level margin scorecards, scenario models and path-to-green views to support pricing decisions, profitability reviews and leadership interventions.

Executive Revenue Dashboards: Integrated CRM, finance and resource planning data into Power BI dashboards for CXO reviews, improving visibility into revenue, margin, account health and operational risks.

Resource Capacity Planning: Built demand and utilization tracking models to align hiring, bench cost, sales pipeline and delivery commitments.

TECHNICAL SKILLS & PLATFORMS

Salesforce, Zoho CRM, NetSuite, Power BI, Looker, BigQuery, Airtable, Google Sheets, Google Apps Script, SQL, Excel VBA/Macros, MS Access, Power Automate, Google Cloud Platform, R Programming, Java Basic, Microsoft PowerPoint

EDUCATION, CERTIFICATIONS & RECOGNITION

- Executive MBA / General Management Programme - Indian Institute of Management Ahmedabad, 2025-26 (Pursuing)
- MBA, Business Economics - Institute of Business Management, CSJM Kanpur University, 2011
- BA, Economics - Mahatma Gandhi Kashi Vidyapith University, Varanasi, 2007
- PGDCA - Uttar Pradesh Institute of Computer Applications, Varanasi, 2008
- PMP Certification - Simplilearn | Introduction to Generative AI - Google AI Studio
- Awards: Bravo, Spot Award, Wonder Behind the Scenes, 5-year, 7-year and 10-year milestone recognition