Nikhil Mirza

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EDUCATION

New York University - New York, NY   May '15
Masters in Management of Technology

Birla Institute of Technology and Science, *Pilani* - Dubai, UAE   July '11
B.E(Hons) Electrical and Electronics Engineering

WORK EXPERIENCE

Sr Director, Sales Operations, *Taboola Inc*   New York, USA   June '19 - Present

- Managing global sales operations team responsible for resolving process inefficiencies, providing business analytics, and conducting sales training for over 300 Sales and Account Managers across Americas, EMEA and APAC regions
- Played a key role in the implementation and expansion of the Growth sales business unit which is now generating $350M in revenue
- Oversaw the creation and maintenance of Lead to Customer funnel analytics that provides actionable insights for sales leadership and enabled data-driven decision-making culture in the company
- Implemented sales incentive programs and compensation structures and increased sales productivity by working closely with Sales VPs and Financial planning team

Customer Success Operations Manager, *JW Player*   New York, USA   Jan '19 -June '19

- A trusted partner in addressing post-sales process gaps and developing strategies to increase customer retention
- Managed Gainsight and Salesforce Service Cloud that facilitated customer success activities; and all aspects of the tech stack in close coordination with cross-functional teams including Legal, Finance, Product Management, Customer Support, Professional services

Sales Operations Manager, *JW Player*   New York, USA   Oct '15 - Jan '19

- Leveraged data to identify and assess areas of operational ineffeciencies and drove company-wide Salesforce Sales cloud revamp and optimized end to end business processes
- Developed a strategic territory plan and lead routing automation that turned around teams focus and increased pipeline generation by 35% by end of 2017
- Implemented a robust cross-functional coordination process and developed comprehensive business and system policies to establish and uphold data governance for key sales performance indicators (KPIs) including quota attainment, forecast numbers, and recurring revenue metrics
- Managed the offshore salesforce development team in several customization projects and built system integrations

Marketing Automation Analyst, *JW Player*   New York, USA   Jun '15 - Sept '15

- Worked with marketing team to manage prospect and customer nurturing campaigns through Marketo and supported team in other demand generation initiatives

Program Manager (Oncampus), *GreenHouse NYU*   New York, USA   Sept '14 - May '15

- Managed operations, design frameworks and organized more than 20 workshops on campus by working with a team of four
- Led a project as a team of three, to help empower women in Nepal, that successfully won funding by IDEO

Product Management Intern, *Time Warner Cable*   New York, USA   Jun '14 - Aug '14

- Worked with Ad Operations team in planning, executing and optimizing several campaigns for SME clients
- Researched and analyzed Ad fraud impact on digital campaigns and submitted a point of view on preventive measures
- Worked with a team and proposed audience personas for company to adapt to new trends to improve product placement

Technology & Marketing Executive, *Danube Group*   Dubai, UAE   Jul '12 - May '13

- Analyzed conversion and performance reports to forecast trends and worked with business development team to manage budgets
- Built Salesforce processes and created training for easy understanding and navigation for business users

Ecommerce Executive, *Asteco Property Management*   Dubai, UAE   Jun '11 - Jul '12

- Administered Salesforce CRM applications for Sales, Marketing & Support Departments and involved in creating multiple analytical reports, with varying degree of complexity
- Prepared sales conversion reports for the CEO and recommended effective territory building strategies and improved sales by 30%

SKILLS & CERTIFICATIONS

Language skills: HTML5, CSS3, C++, MySQL, SPSS, STATA, AutoCad
Certifications: Salesforce Administrator, Product Management
Technology skills: Salesforce, Qlik, Gong, Dealhub, Groove, Tableau, Marketo, Salesloft, Conga, Docusign, InsightSquared, MS Excel, Adobe Photoshop, Adobe Dreamweaver