



MIRZA NIKHIL

Revenue Systems & AI Transformation Leader

(908) 342-3660 | nikhil.mirza14@gmail.com | Old Bridge, NJ 08857

PROFESSIONAL SUMMARY

Revenue systems and AI transformation leader with 12+ years building the operating layer beneath revenue in high-velocity B2B/SaaS environments. Leads a team that designs, builds, and governs the systems that win, keep, and grow customers. Personally builds production apps and agentic systems along with the evaluation and governance frameworks that keep them reliable. Pairs deep technical acumen with cross-functional leadership across Sales, RevOps, IS, Finance, and AM/CS.

EXPERIENCE

Taboola | New York, New York
Sr Director, Sales Operations
06/2019 - Present

Leads an 8-person team plus a global shared-services pod, owning the core revenue systems (CRM, segmentation, pipeline logic, and the AI/automation stack) and re-architecting the Enterprise go-to-market motion.

- **Designed and built the AI Deal Coach**, a production web app that runs AI-driven MEDDPICC and discovery analysis on live Salesforce data and call transcripts, surfacing risks and next steps, writing scores back to Salesforce, and **now scaling globally**.
- **Spearheaded operations for a new Growth business unit**, advising C-level executives and building the operating model behind a **\$1 billion revenue target**.
- **Spearheaded a conversational AI analytics agent** for the revenue org as executive champion, giving directors and managers instant plain-language answers and replacing hours of weekly work across **20+ dashboards**.
- **Architected an AI-driven prospecting engine on Clay** for the Growth segment, automating inbound, outbound, and revival motions and generating **28 net-new discovery meetings** across US and APAC alongside a live new-business pipeline.
- **Built a system-of-action automation suite** that runs a weekly pipeline tune-up plus triggered alerts for stalled deals, RPM drops, and key-account declines, routing prioritized fixes to sellers and leaders across **\$51.4M+ in global pipeline**.
- **Sponsored a global Advertiser ICP and segmentation overhaul**, replacing subjective seller tagging with an attribute-based, vertical-led model and automated classification in Salesforce and Realize, creating a clean data foundation for targeting, enablement, and retention.

JW Player | New York, New York
Customer Success Operations Manager
01/2019 - 06/2019

- Addressed post-sales process gaps and developed strategies to significantly increase customer retention rates.
- Orchestrated the adoption of Salesforce Service Cloud and Gainsight, streamlining customer success activities and enhancing customer lifecycle management.
- Developed and implemented a tech-driven strategy for monitoring and improving customer engagement, leading to a notable increase in customer retention.

JW Player | New York, New York
Sales Operations Manager
06/2015 - 01/2019

- Drove company-wide Salesforce Sales cloud revamp, identifying operational inefficiencies and optimizing end-to-end business processes.
- Developed strategic plans leading to a **35% increase in pipeline generation** by the end of 2017.
- Implemented advanced reporting and analytics features in Salesforce, providing deeper insights into sales performance and market trends.
- Collaborated with IT and sales teams to customize and deploy various sales tech stack components, including Salesloft and Conga, enhancing overall sales productivity.

PREVIOUS EXPERIENCE

Before the aforementioned experience, I have accumulated 3 years of experience in key roles within diverse sectors such as SaaS, media, retail, and real estate. During this time, I've developed a rich skill set in sales operations, product management, and project management. In each industry, I've leveraged technology to enhance business processes, drive growth, and improve customer experiences. My hands-on approach in these varied environments has equipped me with a unique perspective and adaptable strategies critical for leading and innovating in senior operational roles.

EDUCATION

Master of Science (M.S.) in Management of Technology
New York University | New York, NY, US
May 2015

Bachelor of Science (B.S.) in Electrical and Electronics Engineering
Birla Institute of Technology | Dubai
July 2011

SKILLS

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|-------------------------------------|-----------------------------------|
| • Cross-functional Initiatives | • Team Mentorship |
| • Revenue Systems Architecture | • LLM / Agent Evaluation |
| • Business Analytics | • GTM Engineering & Automation |
| • Salesforce Development and Design | • Analytic Functions (SQL, Excel) |
| • Project Management | • AI Agent Design & Governance |

CERTIFICATIONS

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|----------------------------|----------------------|
| • Salesforce Administrator | • Product Management |
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EXPERTISE

CRM & Marketing Automation: Advanced expertise in Salesforce, HubSpot, Marketo.

Business Intelligence Tools: Proficient in Tableau, Qlik for deriving strategic insights.

Technical Stack Mastery: Hands-on experience building on Nexus with AI-assisted development tools (Cursor, Claude, Gemini Enterprise), plus Clay, Gong, DealHub, HubSpot, Tableau, Marketo, Salesloft, DocuSign.