

# Jaime Murillo Mena – Revenue Operations & GTM Program Execution

jaimemurillomena@gmail.com | +1 (707) 328 4525 | JaimeM.com | San Diego, Ca. | linkedin.com/in/jaimemmena/

---

## Revenue Operations | Sales Operations | Go-to-Market Execution

### PROFESSIONAL SUMMARY

Revenue Operations professional with 5+ years of experience supporting go-to-market execution, forecasting, and operational scale across B2B and B2C organizations. Senior individual contributor within lean RevOps teams, partnering with Sales, Finance, Marketing, and Customer Success to improve pipeline visibility and deal execution. Experienced in cross-functional revenue initiatives, annual planning support, and leadership operating cadences through structured coordination, reporting, and execution.

#### Key Strengths:

GTM Execution · Pipeline & Forecasting · Deal Desk · Territory Management · Sales Compensation · Data Governance & CRM Hygiene · Cross-Functional Partnership · Marketplace & Multi-Segment Environments

---

### Professional Experience:

#### SENIOR MANAGER, REVENUE OPERATIONS Exiger Jan 2025 – Present | New York, NY

- Support core go-to-market operations within a lean Revenue Operations team, coordinating cross-functional workflows across deal desk execution, CRM and CPQ processes, sales compensation, and executive reporting.
- Partner closely with Sales leadership to support deal structuring, approvals, and pipeline management across multiple sales segments, ensuring accuracy, consistency, and adherence to commercial policies.
- Build and maintain GTM performance reporting and data governance standards used in pipeline reviews, forecast discussions, and leadership operating rhythms, supporting planning alignment and executive decision making.

#### SALES OPERATIONS SPECIALIST Exiger Apr 2024 – Jan 2025 | New York, NY

- Supported Salesforce CRM administration, reporting, and data hygiene during a period of growth and operational maturation.
- Support deal desk execution and CRM workflows supporting new business, expansion, and renewals across a distributed sales team.
- Assisted with deal desk workflows and commissions reporting, contributing to improved process consistency and transparency.

#### SENIOR REVENUE OPERATIONS ANALYST Honorlock | San Diego, CA

- Supported sales pipeline management, forecasting, territory analysis, and KPI reporting across Sales and Marketing teams.
- Contributed to GTM analytics and executive reporting used to inform revenue strategy and performance tracking.

#### REVENUE OPERATIONS BUSINESS ANALYST Chatmeter | San Diego, CA

- Delivered revenue reporting, data governance, and Salesforce analytics supporting Sales, Marketing, and executive leadership.
- Improved CRM data hygiene and reporting reliability across revenue teams.

#### DEAL DESK ANALYST Restaurant365 and eSub

- Supported deal validation, contract review, and ARR reporting across new business, expansion, and renewals, including approximately \$466K in new bookings and \$1.9M in retained ARR.
- Partnered with Sales and Finance to ensure pricing accuracy, policy compliance, and timely bookings.

#### SELECTED IMPACT & SCOPE

- Supported cross-functional GTM initiatives across B2B and B2C sales motions, partnering with Sales, Finance, Marketing, and Customer Success to drive alignment and execution.
  - Contributed to pipeline management, forecasting discussions, and executive reporting used in weekly and monthly operating rhythms.
  - Supported deal desk - government and commercial workflows across new business, expansion, and renewals while maintaining CRM data hygiene and reporting standards to improve accuracy and trust.
  - Supported planning discussions, initiative tracking, and executive readiness across recurring GTM cadences.
- 

### TOOLS & SYSTEMS

Salesforce · DealHub · Excel · HubSpot · Clari · Tableau · Looker · Power BI · SQL · Gong · Groove

### EDUCATION

#### University of California, San Diego

Master of International Affairs, International Business Management

#### San Francisco State University

Bachelor of Arts, Political Science Minor in International Relations