

Oaxana Sri

Revenue Operations & Growth Strategy Leader

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EXECUTIVE SUMMARY

- 15+ years driving GTM Revenue Operations and Strategic Planning across high-growth B2B SaaS and Fintech – building the analytics-to-action layer that revenue organizations need to grow with conviction
 - Proven track record of building ops functions from establishing data infrastructure, to scaling teams and delivering the executive intelligence layer that drives CRO and Board-level decisions
 - Thrive in ambiguity and fast-paced environments, combining deep analytical rigor with strong executive stakeholder management to transform complex, cross-functional challenges into scalable, high-impact GTM systems
 - Dedicated to developing exceptional teams, fostering a culture of operational excellence, collaboration and continuous improvement – with a passion for tech-for-good, making a positive impact on the world with technology
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PROFESSIONAL EXPERIENCE

AlphaSense | Global Revenue Operations, GTM Intelligence | Senior Director

AI-powered market intelligence platform trusted by 6,000+ global enterprises to make faster, higher-conviction decisions
2025 - Current | New York - Remote

- Designed and scaled full GTM Intelligence infrastructure supporting a \$500M organization across Sales, SDR and Customer Success – from a governed data spine to rep-level analytics, ICP segmentation, quota & capacity modelling and territory strategy, creating an executive reporting layer that became the CRO's primary intelligence system
- Transformed operating model from reactive reporting to proactive intelligence – delivering recurring signal-driven insights and Board-ready narratives that surface risks, growth opportunities, and forward-looking conviction
- Building full-funnel conversion visibility, vertical health and greenspace analysis, and consumption-based usage signals to support the company's transition from seat-based SaaS to hybrid monetization
- Powering the company's AI-driven GTM transformation by delivering the trusted data foundation for 8 high-priority automation use cases - from predictive forecasting and territory intelligence to proactive account health scoring, projected to drive \$20M+ in incremental ASV and reclaim 10,000+ seller hours annually

Business Advisory | Consulting

2022 - 2024 | Global - Remote

- Advised founders, executives, and a global enterprise SaaS client on GTM strategy, revenue operations, financial modeling, and business planning - supporting clients from early-stage fundraising through \$300M+ revenue scale
- Partnered with a newly appointed CRO to redesign performance metrics, global analytics dashboards, and cross-functional planning processes, directly contributing to a 20%+ reduction in customer churn

Anaplan (acquired by Thoma Bravo for \$10Bn) | Business Operations | Senior Manager

Cloud-based business planning platform helping businesses make data-driven decisions & optimize operations
2018 - 2022 | San Francisco Bay Area

- Advised executive leadership on go-to-market strategy, global expansion, prospect ranking, and business process optimization, territory planning, account segmentation and investor relations as the first ops hire post IPO
- Strategically grew global sales team from 70 to over 300 in three years
- Led annual business planning process including territory design, capacity planning, headcount & systems budgeting
- Served as a cross-functional business partner, driving transparency, collaboration and rigorous project execution across sales, finance, marketing, CS and product teams, reducing deal cycle time by 30%+

Okta | Business Operations | Manager

Provides identity management solutions, enabling secure user authentication and access to apps & data
2017 - 2018 | San Francisco Bay Area

- Drove cross-functional operational efficiencies that led to a 60% annual revenue increase (\$160M to \$256M)
- Established a robust sales forecasting system that improved global forecasting accuracy error from 25% to 8%
- Overhauled quarterly business performance reviews for executives and board of directors, in preparation for post IPO investor reporting, by creating live performance dashboards, reducing delivery time by 50%
- Cultivated effective collaboration between sales, marketing and HR teams, optimizing the annual planning process

PROFESSIONAL EXPERIENCE (continued)

Glassdoor (acquired by Recruit Holdings for \$1.2Bn) | Sales Operations | Manager

Provides company reviews, salary information & job listings to help people make informed career choices
2017 | San Francisco Bay Area

- Mentored sales analytics team in developing scalable, automated KPI dashboards
- Evaluated effectiveness of the sales organization by analyzing productivity, sales funnel conversion and market penetration
- Partnered with CFO in driving global client value retention analysis
- Provided data analytics, revenue modeling and reporting to support sales force quarterly business reviews

Quixey | Strategic Finance | Manager

Search engine for apps, enabling users to find apps and in-app content across various platforms and devices
2014 - 2016 | San Francisco Bay Area

- Designed and led weekly performance metrics reviews with key leadership from product, engineering, and business
- Built region specific pricing strategies for onboarding new advertising partners in the US, China and India
- Developed global P&L and cash flow sensitivity models to evaluate new strategic opportunities
- Trained and mentored junior financial analysts in forecasting and optimization models

Nextag | Strategic Finance | Manager

Online comparison-shopping platform, enabling users to compare prices and products across various categories
2012 - 2014 | San Francisco Bay Area

- Led weekly corporate company performance reviews with senior executives and managers
- Built and managed 3 merchant pricing strategy models, resulting in \$10MM annual revenue boost
- Optimized pricing to deliver \$5M in surplus revenue, while boosting merchant sales at competitive cost of sales
- Developed and managed annual strategic, operations and budget plan

Visa | Finance | Analyst

2011 - 2012 | San Francisco Bay Area

- Consolidated, analyzed, forecasted and reported global corporate revenues and revenue drivers, operating expenses and headcount allocation, working cross-functionally with global and regional teams
- Performed benchmarking, market research and variance analysis in support of developing forward year's budget

Goldman Sachs | Investment Banking | Analyst

2010 - 2011 | New York City

- Provided recommendations for acquisitions, sales, divestitures, LBOs and equity offerings through extensive valuation analyses
- Advised CEO of \$4.0bn international, private growth retailer on acquisition opportunities in Asia and in the e-commerce space by evaluating public competitors and comparable transactions
- Pitched an international convenience store chain on a potential \$1bn IPO in the US and secondary listings globally

CORE COMPETENCIES & SKILLS

- GTM Strategy & Planning
- Revenue Analytics
- Revenue KPI Design & Governance
- Competitive & Market Intelligence
- First Principles Thinking
- Cross-functional Leadership
- Executive Storytelling & Influence
- Team Development
- Operational Excellence
- Data Visualization
- Financial Modeling
- P&L and Headcount Planning
- Risk Management
- Growth & Efficiency Optimization
- AI-driven Analytics

Technical Proficiency: Salesforce, Tableau, PowerBI, Anaplan, Python, Excel

EDUCATION & PERSONAL DEVELOPMENT

- University of California, Berkeley, Haas School of Business: Machine Learning & Artificial Intelligence (8/2024)
- Center for Humane Technology (CHT): Foundations of Humane Technology Course (2023)
- University of California, Irvine: B.S. in Business Economics (2009)
- Founders, Entrepreneurs & Visionaries Retreat in Costa Rica (2021)
- Prisma Somatic Leadership Training (2021)
- Avid globe-trotter (35 countries), snowboarder, aerial silks artist, community builder, piano enthusiast