

# Rob Cardenas

Revenue Operations Leader

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With over 13 years of experience in Revenue Operations across consulting, SaaS, and startup environments, I excel in Go-To-Market functions for business growth. My expertise lies in leading operational transformations, implementing process automation, and driving revenue growth, evident from my roles in scaling companies and optimizing their business operations.

## Experience

### Aptitude 8

#### Advisor

October 2023 - Present

*My full time role is winding down at Aptitude 8 as they cut Opex and navigate being on the sell side in an acquisition. I now function as an advisor to the leadership team and contribute to special projects.*

#### VP of Operations

October 2022 - October 2023

*After establishing the foundational framework for a rapidly scaling company, I shifted my focus to streamline and optimize Aptitude 8's business operations.*

- **Led end-to-end oversight of Business Operations, Revenue Operations and Finance** at Aptitude 8. Successfully doubled the company's size while implementing process automations for the Go-To-Market, Human Resources, Finance, and Services departments.
- Collaborated with Sales and Services teams to establish quotas, capacity plans, compensation structures, and forecasting methods. This effort led to the establishment of clear objectives, real-time visibility, enhanced confidence in our business model and a **10% increase in margin within a year**.
- **Managed a mix of direct reports** and contractors on the Operations team.

#### Director of Operations

October 2021 - October 2022

*Played a pivotal role in guiding Aptitude 8 through a transformative growth phase, contributing to a successful doubling of the company's size in 2022.*

- Led the migration from **startup systems to enterprise grade solutions** that helped the company scale rev from \$0 to \$5 million.
- **Took ownership of the entire tech stack**, resulting in the transformation of previously siloed data and processes into a cohesive revenue-generating system. The tech stack included HubSpot, Avoma, ClickUp, Salesforce, AccountingSeed, Google Suite, Make, Rippling, Looker and Slack.

#### Salesforce Practice Delivery Lead

January 2021-October 2021

*Elevated to lead the Salesforce practice at Aptitude 8 as the firm expanded its consultant base.*

- **Led the Salesforce practice** (certified partner) which included managing internal consultants and developers.
- Elevated overall work deliverables and output that led A8 to become a **HubSpot Elite partner (highest tier)**.
- **Ran our largest projects**, including successfully taking on the responsibility of moving a client from Salesforce, Marketo, Outreach, Zendesk, Workato, Chorus, and Tableau into HubSpot in 90 days. [Case Study](#).
- **Improve clients pipeline velocity and forecasting accuracy by 20%** with the use of activity capture, conversational intelligence, guided selling, interactive reporting, and pipeline analysis.

#### RevOps Consultant

February 2020 - December 2020

*I wanted to fully commit to Revenue Operations, partially within the Salesforce ecosystem. Aptitude 8 provided the ideal platform to start a Revenue Operations practice.*

- As the **first RevOps consultant** hired at Aptitude 8, I ran projects involving audits ([example](#)), implementations, data modeling, automation, and integrations for scaling companies pushing the limits of revenue operations.
- **Administered systems** such as Salesforce, HubSpot, InsightSquared, Outreach, LeanData, Salesloft, Drift, Chorus, Gong, Salesforce CPQ, Tableau, Conga, Zoominfo, Blackthorn, and others for our client base.
- On average, I helped **improve clients data accuracy by 30%** with data capture, enrichment, verification, deduplication, systematic rules, and automation.

## Accelerated Growth Advisors

### **Sr. Business Systems Analyst**

August 2018 - January 2020

*Joined Accelerated Growth Advisors (now part of Skitch) as the inaugural member of the technology team, focusing on consulting for a diverse range of companies.*

- **Ran the full project lifecycle of assessing, planning and implementing or re-implementation of SaaS systems** (BI, CRM, MAP, ERP, HRIS). I managed these projects through status meetings, weekly reports, identifying risks, and tracking issues.
- Built technology landscape maps to identify processes, systems, data gaps and pain points across operational workflows.
- Developed the deliverable templates used by the team: Process Maps, User Stories, Recommendation Deck, Software Comparison Matrix, Work Plan, and User Acceptance Testing.

## Shotfarm

### **Director of Operations**

September 2015 - August 2018

*Assumed a multifaceted operations role during Shotfarm's growth phase, concentrating on RevOps and FP&A activities to facilitate funding rounds and eventual acquisition.*

- Built and maintained multiple internal tools (Intranet, Klipfolio, Salesforce) at Shotfarm to improve company effectiveness. One system **improved the time to close deals by 27%** and one **reduced outstanding AR by 80%**.
- **Built data models** to support finance, product, sales, and marketing teams at Shotfarm.
- Built the first Client Success team and playbook that was used to onboard and grow each major account.

### **Marketing Manager**

October 2012 - September 2015

*Recognized for my automation and marketing capabilities, transitioned into a marketing role at Shotfarm with a primary focus on leveraging automation to engage our network effectively.*

- Planned and executed a marketing automation plan that **grew membership by 24% and application activity by 200%**.
- Worked with the dev team to reorganize the database to collect information needed to make smart business decisions. This includes **setting all KPIs for Sales and Marketing teams**.
- Managed the selection, implementation and administration of Shotfarm's CRM (**Salesforce**) and marketing automation software (**HubSpot and Pardot**).

### **Activation Specialist**

January 2012 - October 2012

*Embarked on a journey into the startup world after attempting my own e-commerce venture, ultimately finding a seamless fit at Shotfarm. In my initial role, I engaged in a blend of sales and onboarding, though the processes were predominantly manual, providing my first exposure to systems and automation.*

- Implemented automation tactics that led to the first self-service sale on the Shotfarm platform and **grew the user base by an average of 55% y/y for five years**.
- Prepared and presented custom demos of the Shotfarm platform to potential and current customers.

**Education:** University of Dayton - *B. S. Major in Marketing and Minor in Entrepreneurship.* Aug 06 - May 10

**Skills:** Revenue Operations, Salesforce (Certified Admin), CPQ, SDLC, Business Intelligence, Data Modeling & Forecasting, Automation (iPaas) Tools, HubSpot, Process Mapping, Project Management, SQL, Leadership, Go-To-Market (GTM) Strategy, Conversational Intelligence

**Certifications:** **Salesforce** - Salesforce Certified Administrator (SCA), **HubSpot** - HubSpot Marketing Software, **Workato** - Workato Automation Pro 1, **CodeAcademy** - Intro to Data Analysis, **General Assembly** - Data Analysis Circuit