

Anthony Smithson

Sales Operations & Strategy Leader

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Professional Summary

Sales operations and strategic leader with extensive SaaS experience building the operating cadence, planning rigor, and insight needed to scale complex go-to-market organizations. Proven track record partnering with executive leadership to improve forecasting accuracy, territory and capacity planning, and sales productivity through disciplined operating models and data-driven decision-making. Trusted cross-functional partner to Sales, Finance, Marketing, and Customer Success, known for turning ambiguity into structure and translating strategy into predictable, measurable performance.

Education

Indiana University, Kelley School of Business, Bloomington, IN

Master of Business Administration (MBA)

Master of Science, Strategic Management (MS)

Master of Sport Management (MS)

University of Southern Indiana, Evansville, IN

Bachelor of Science, Business Administration (BS)

Sales Operations & Strategy Capabilities

Revenue forecasting, planning, and operating cadence ownership; territory design and coverage modeling that support new business growth, retention, and expansion; segmentation strategies that align GTM structure to sales motions; pipeline health analysis across conversion, velocity, and stage progression; deal inspection and qualification rigor; sales performance management; executive-ready reporting, KPI dashboards, and clear data storytelling; cross-functional planning with Sales, CS, and Marketing; CRM and analytics enablement; data governance, forecast integrity, and reporting standards; Salesforce; Clari; Tableau; Power BI; Looker; SQL

Sales Operations & Strategy Impacts

- Increased quota attainment by 29% by identifying execution gaps and implementing standardized forecasting, performance management, and go-to-market operating improvements that strengthened sales execution and predictability
- Improved CRM data accuracy by 15% through system and process enhancements that increased reporting reliability, forecast confidence, and leadership visibility into overall business performance
- Led territory and routing optimization initiatives, increasing account executive productivity by 25% and improving coverage efficiency across the installed customer base to support sustainable growth
- Developed a \$1B annual demand plan to support executive planning, investment prioritization, and go-to-market strategy across complex, multi-stakeholder environments
- Designed and scaled territory models to support high-volume growth, assigning 4,000+ new accounts monthly while maintaining balanced coverage and consistent productivity at scale

Employment History

Manager, GTM Strategy & Revenue Operations

2024 - Present

DoiT International, Santa Clara, CA

- Led a global forecasting transformation, standardizing methodology, cadence, and governance; built a unified framework enabling consistent roll-ups for executive leadership and improving forecast confidence and planning accuracy
- Designed and operationalized go-to-market segmentation and coverage models, including territory design, Rules of Engagement, and account assignment strategies to support scalable execution
- Partnered with Sales, Finance, and BI to deliver executive-ready performance insights, pipeline health tracking, conversion trends, and go-to-market effectiveness to support leadership's planning and growth decisions

Manager, Sales Operations

2022 - 2024

Procore, Carpinteria, CA

- Partnered with CS leadership to establish a renewals forecasting "drumbeat," creating shared visibility into GRR, NRR, and churn risks. Improved renewal forecast reliability & shifted the organization from reactive renewals management to proactive retention execution
- Owned pipeline management and revenue forecasting frameworks, improving forecast accuracy and driving a 29% increase in quota attainment by strengthening execution discipline and leadership visibility into performance
- Established data governance and CRM hygiene standards, leading comprehensive audits that reduced reporting errors by 35% and increased executive confidence in forecasting, planning and decision-making

Director of Sales Operations

2022

TimelyMD, Fort Worth, TX

- Established sales quota and performance frameworks aligned to growth objectives, strengthening accountability, execution discipline, and leadership oversight
- Owned forecasting and operating cadence, enabling visibility into pipeline health, execution trends, and planning assumptions

Director of Sales Operations

2021 - 2022

RunBuggy, Phoenix, AZ

- Led sales forecasting and planning, synthesizing market and performance data to inform go-to-market strategy and executive decisions
- Drove a 15% increase in sales productivity by streamlining operating workflows and reducing execution friction

Sales Operations Manager - Commercial Systems

2020 - 2021

Stanley Security, Fishers, IN

- Redesigned territory and routing models, increasing account executive productivity by 25% and improving coverage efficiency
- Modernized CRM workflows, reducing manual effort by 30% while improving adoption, data quality, and reporting reliability

Global Sales Operations Manager

2017 - 2020

Allison Transmission, Indianapolis, IN

- Standardized global sales reporting and pipeline governance, establishing consistent performance visibility across regions
- Implemented value-selling playbooks and the "Getting to Yes" sales methodology, reinforcing consistent execution across the global sales teams
- Led CRM process harmonization, improving operational efficiency and cross-regional alignment

Sales Operations Manager – Territory, Compensation, and Quota (TCQ)

2016 - 2017

Angie's List, Indianapolis, IN

- Designed territory and goal-setting frameworks, improving coverage efficiency and supporting consistent attainment
- Drove performance management through KPI-based analysis, enabling targeted interventions and improved execution
- Established territory and compensation strategies, increasing sales efficiency by 10% and strengthening incentive alignment

Senior Sales Operations Analyst

2016 - 2016

Angie's List, Indianapolis, IN

- Analyzed compensation and performance data to surface trends, risks, and execution gaps informing go-to-market strategy
- Owned monthly goal-setting for 300+ sales representatives, aligning field targets with quarterly financial objectives

Senior Business Analyst

2015 - 2016

ITT, Carmel, IN

- Built SQL- and Excel-based reporting frameworks, strengthening operational visibility and executive decision support
- Conducted financial analyses to optimize real-estate resource allocation and cost efficiency

Strategic Planning and Business Analytics Manager

2013 - 2014

Toyota Material Handling, Columbus, IN

- Developed a \$1B annual operating and demand plan, guiding global planning and investment prioritization
- Built executive reporting and data visualizations, increasing leadership engagement and clarity during the annual planning cycle

Strategic Planning Analyst II

2008 - 2013

MISO Energy, Carmel, IN

- Orchestrated a \$2.2B economic value study, translating complex market and regulatory data into executive-ready insights that informed strategic decision-making and long-term growth planning
- Developed market-driven business cases to support membership expansion, translating complex regulatory, economic, and grid data into executive-ready recommendations
- Led strategic initiatives aligned to corporate priorities, supporting leadership decision-making and long-term organizational planning

Licenses and Certifications

Amazon Web Services (AWS) Certified Cloud Practitioner

Amazon Web Services (AWS)

Issued Date: July 5, 2025

Credential ID: ecdabb29-1dc5-49eb-a85f-c7a2d01b8c2a

Google Cloud Digital Leader Certification

Google Cloud

Issued Date: July 15, 2025

ID: 7ef946049edd489483e92779d6fb4858