

JOE MARK

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GO-TO-MARKET OPERATIONS, REVENUE OPERATIONS, GTM SYSTEMS & AI

Revenue and Go-To-Market Operations executive who builds the operating infrastructure that lets GTM organizations scale: territory, quota, and compensation design; CRM and RevTech systems; and a data-driven operating cadence. Proven across \$100M to \$650M+ EdTech and SaaS businesses, including private equity-backed environments, delivering cost leverage, governance, and AI-enabled automation in direct partnership with the executive team.

- GTM Operating Model & Strategy
- Sales Compensation & Quota Design
- Org Design & Cost Optimization
- Forecasting & Revenue Analytics
- Revenue Operations Leadership
- CRM & RevTech Systems
- AI-Enabled Revenue Operations
- Revenue Enablement & Change

PROFESSIONAL EXPERIENCE

Riverside Insights, Itasca, Illinois

2025 – Present

VP, Go-To-Market Operations

2025 – Present

Lead GTM Operations for a ~\$120M EdTech assessment company, reporting to the COO, with ownership of Revenue Operations, Revenue Analytics, GTM Systems, Revenue Enablement, and Program Management.

- Co-led an enterprise cost-optimization program with FP&A, identifying ~\$1M in annualized savings through GTM Ops restructuring and contractor, vendor, and technology rationalization; \$600K+ executed or committed to date, with the full \$1M on track.
- Redesigned GTM Operations into a capability-based model (Analytics, Systems, Operations, and AI Revenue Operations), right-sizing the team from 13 to 9 while reinvesting in AI to expand capacity.
- Delivered Pigment as the commissions platform for 51 quota-carrying sellers, enabling quarterly payouts, daily commission refresh, and a full audit trail of adjustments and policies; 99.85% of quota attainment now calculates directly from plan rules.
- Executive owner of the Seismic enablement platform for Sales and Customer Success, launching to 100 users and scaling adoption to 188.
- Leading HubSpot CRM integration of acquired businesses ESGI and Move This World, migrating thousands of customers and tens of thousands of records and automating renewal and subscription workflows.
- Launched a GTM Operations operating system in Asana with centralized intake, prioritization, and portfolio visibility, replacing spreadsheet and email tracking; 1,616 tasks and 7 major projects delivered since the April 2026 launch.
- Directing lead-to-quote and quote-to-cash modernization across CPQ, deal workflow, and tax integration to improve quoting speed, accuracy, and auditability.

VP of Growth

2025

Owned company-wide growth strategy and go-to-market execution across Sales, Revenue Operations, Revenue Enablement, and Program Management.

- Designed the 2026 GTM operating model, including segmentation, territory and account assignment, quota methodology, routing, and forecasting, covering 51 sellers and 70 Customer Experience team members on a ~\$3.5M variable compensation budget.
- Built an end-to-end framework linking data quality, segmentation, quotas, compensation, and systems implementation to establish a single source of truth for pipeline and revenue performance.
- Led Pigment vendor selection and contract negotiation, coordinating Legal, Security, and Revenue Operations through procurement and implementation planning.

- Established GTM leadership operating cadence and scorecards, aligning Sales, Marketing, Product, Finance, and Operations on priorities and performance management.

Renaissance Learning, Wisconsin Rapids, Wisconsin
2022 – 2025
Director, Go-To-Market Operations
2025

Established go-to-market strategy and execution within the Sales Enablement organization, supporting priority growth initiatives and seller effectiveness.

- Led core strategic enablement programs including Renaissance Partner ecosystem, aligning GTM motions, incentives, and execution across internal and external partners.
- Owned operational insight delivery, translating data, pipeline trends, and performance signals into actionable guidance for sales leadership and field teams.
- Designed and delivered training and development programs focused on role clarity, product readiness, and execution discipline across customer-facing teams.
- Partnered cross-functionally with Sales, Marketing, Product, and Revenue Operations to operationalize strategic initiatives and improve GTM consistency and impact.

Director, Central Revenue Operations
2022 – 2024

Accountable for Central Revenue Operations team supporting corporate Sales, SDR and Customer Success revenue targets of \$650M+ in annual recurring orders.

- Drove alignment between Rev Ops, Business Intelligence, Information Systems, FP&A, Sales Enablement, and Marketing teams to manage compensation and standardize KPI definitions and calculations.
- Evaluated, implemented, and managed new and existing tools for GTM teams. Tracking adoption and ROI to drive business strategies and objectives while optimizing end user experience.
- Functionally responsible for Revenue Year Rollover, Forecasting, QBRs, GTM tools, CRM data hygiene, Compensation, Commission Plans, GTM PMO, and Data Analysis for CRO office.
- Managed compensation department responsible for 700+ GTM sellers and leaders across Sales, Sales Development, Customer Success teams. Deploy plans, tracking, and policy updates. Ownership of \$25M+ in annual variable spending budget inclusive of special incentives.

Illuminate Education, Orange County, California
2020 – 2022
Director, Sales and Services Operations
2020 – 2022

Optimized a best practice Operations team supporting corporate Sales and Services revenue targets of \$120M+ in annual new and renewal business bookings.

- Created a process and standard around asset management and reporting for the recurring and non-recurring Services product lines of Illuminate, reducing manual time spent by 60%.
- Held weekly forecast review meetings to track renewal pacing and churn expectations vs. actuals for the CSM organization. Aggregated reporting across 4 areas and multiple data sources for accurate insights and trends.
- Ad-hoc reporting to support Sales and Services functions on product promotions, territory risk insights, annual headcount planning and cost optimization. Partnered with internal teams to align business decisions across all functions.

Director, Sales Operations
2020

Created a best practice Operations team supporting corporate Sales and Services revenue targets of \$20M+ in annual new business bookings.

- Collaborated with internal departments to agree on standardized key performance and operating metrics driving actionable insights for business decisions.
- Operationalized Sales, Services, and Customer Support communication plan and cadence for optimal client engagement. Aligned change management timeline to support selling season variability most efficiently.

- Standardized pipeline metrics package for board and private equity investors to track investment thesis attainment. Tied key package elements to real-time Salesforce.com dashboards for visibility at all levels of the Sales and Services organization.

ServiceNow, Greater San Diego Area **2019**

Senior Manager, Partner Sales Operations – Global **2019**

Managed a team responsible for Sales Operations for the top 16 ServiceNow partner organizations worldwide and global product line specific partner sales teams.

Mark Insights (Consulting), Greater San Diego Area **2019 – 2023**

Revenue Operations Engagement – Lochow Ranch Management **2021 – 2023**

Partnered with the executive team and Sales Manager to develop the Sales and Marketing strategic model and playbook. Worked to implement the playbook and strategy achieving 30%+ growth in main business unit.

Sales Operations Engagement – Illuminate Education **2019 – 2020**

Led the creation of standardized sales processes and methodology in a recently merged organization. Aligned on metrics generating consistent insights for Sales Management decision-making.

Strategic Initiatives Engagement – Bespoke Partners **2019 – 2021**

Worked with Leadership to create a 5-year strategic imperatives framework aligned to revenue, EBITDA and founder goals.

Lytx, Greater San Diego Area **2012 – 2019**

Manager, Strategic Initiatives **2018 – 2019**

Identified and operationalized key short and long-term strategic initiatives to improve operational performance and drive growth in new sales channels.

Manager, Client Development **2014 – 2018**

Responsible for creating an organization specialized in building relationships with senior level client contacts to develop insights regarding the clients most important business needs.

Sales Analyst **2012 – 2014**

Developed reporting and analysis to help make a multitude of business decisions across potential clients and internal teams.

ecoATM, San Diego, CA **2011**

Field Customer Service

Prepared kiosk systems for automated transactions by creating a feedback loop with engineering.

EDUCATION

Bachelor of Science, Economics and Business

University of Oregon, Eugene, Oregon

SYSTEMS

Salesforce • HubSpot • D365 • NetSuite • Workday • Seismic • Highspot • Pigment • Anaplan • Adaptive
• DealHub • CPQ • Snowflake • Tableau • PowerBI • SQL • Gainsight • Outreach • ServiceNow • Jira •
Asana • M365