

John Switzer

(704) 650-0262 | johnkswitzer@gmail.com | New York, NY | [linkedin.com/in/johnkswitzer](https://www.linkedin.com/in/johnkswitzer) | www.johnkswitzer.com

Revenue Operations Leader | SaaS GTM | Revenue Intelligence, Strategy & Execution

PROFESSIONAL SUMMARY

Hands-on VP with 20+ years leading GTM, Revenue Operations, and Professional Services in SaaS and digital marketing. Builds signal-forward revenue operating systems that drive forecast accuracy and turn fragmented GTM data into executive-level decisions, from fulfillment processes to AI-powered pipeline intelligence. Owns the architecture, stays close to the data, and knows when something's wrong before the dashboard does.

AREAS OF EXPERTISE

- Revenue Operations
 - GTM Strategy & Execution
 - Sales Process Design & Methodology
 - Pipeline Intelligence & GTM Reporting
 - Revenue Forecasting & Accuracy
 - GTM Tech Stack Architecture & Administration
 - AI-Powered Revenue Intelligence
 - Voice of Customer (VOC) Programs
 - CRM Architecture & Data Integrity
 - GTM Enablement
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PROFESSIONAL EXPERIENCE

Ordergroove, New York, NY **2018-2026**

Subscription commerce SaaS platform powering recurring revenue for 500+ enterprise retailers and brands. \$35M+ ARR.

Vice President, Sales & Service Operations (RevOps) **2021-2026**

Built and scaled the RevOps function from sales-only support to full GTM coverage spanning SDRs, AEs, CSMs, Support, Professional Services, and Marketing. Reported to CRO, then CFO as scope expanded; directly managed the RevOps team.

- Architected and built an automated VOC Intelligence Loop (Claude/Gemini) across 100% of GTM interactions; surfaced real-time alerts and weekly executive trend analysis for deal risk, competitive intel, and product feedback.
- Built executive-level, end-to-end GTM reporting infrastructure covering the full revenue lifecycle (Pipeline, GRR/NRR, Stage Conversion, Expansion/Upsell, Customer Usage & Performance, Quota Attainment).
- Deployed a Customer Health (A-F) and Sentiment scoring system covering 500+ accounts, giving CS and leadership real-time visibility into account risk.
- Instituted a double-QA certification process across all customer contracts, achieving 99% data accuracy in 500+ account records and maintaining data integrity standards through the full client lifecycle.
- Replaced static pipeline reviews with a weekly forecast calling cadence; deployed Gong Forecast for AI-assisted deal interrogation to surface deal risk, stakeholder gaps, and forecast integrity in real time.
- Designed and administered GTM bonus plans and headcount/coverage models supporting annual planning, org scaling decisions, and board and investor reporting on GTM performance and NRR.
- Deployed Gainsight, Gong, DealHub, and Zendesk at full adoption, all within 60-90 days; oversaw GTM tech stack architecture and administration for a 30+ person organization.

Sr. Director, Professional & Technical Client Services **2018-2021**

Led a 20+ person Professional Services org delivering end-to-end SaaS implementation and technical onboarding, reporting to the CCO and later the COO. Executive escalation point at VP and C-suite level.

- Cut critical issue detection from next-day to 15 minutes with a database-driven QA and early warning system.
- Reduced new client launch dev effort by 57% through SOPs, change management protocols, and standardized Sales-to-Service handoffs.
- Connected time tracking and project forecasting to a live pipeline model, giving leadership real-time visibility into staffing and capacity demand before it became a delivery risk.
- Built an 'Air Traffic Control' capacity board displaying real-time implementation slot availability; sales used live slot scarcity to set client expectations and accelerate deal velocity.

Web.com (*Nasdaq: WEB; ~\$560M revenue*), New York, NY

2016-2018

Vice President / Sr. Director, Professional Services

Led a 25+ person Professional Services org delivering SaaS, web, and digital marketing solutions to enterprise clients, reporting to the company President.

- Pitched and secured CEO approval for a multi-million dollar performance team investment; built the business case and presented directly to company leadership.
- Drove 245% YoY growth in billable hours through quote calculators, time-tracking discipline, and training programs.
- Built proposal, contract review, and GTM playbook infrastructure supporting new product launches for a 25+ person org serving thousands of clients on \$20M+ in ARR and media spend.

Yodle (*acquired by Web.com, 2016; ~\$200M revenue*), New York, NY

2008-2016

Sr. Director, Program Management • Sr. Director / Director, Production

Directed GTM operations and fulfillment across a high-volume SMB sales channel, scaling the production org from 0 to 50+ roles and managing 30,000+ clients.

- Owned weekly training, program communications, and GTM playbook and policy infrastructure for 300+ GTM roles driving 1,500+ new SMB sales per month, maintaining field execution consistency at scale.
- Led telephony platform deployment across 100+ CS roles; owned business requirements, PM, and training through a cross-functional rollout with Sales Ops, Product, Marketing, and Finance.
- Reduced client setup time by 88% and onboarding from 5 days to 1 through process automation and Lean Six Sigma.
- Achieved 100% quality control coverage (up from 10%) and 95%+ error-free rates by automating reporting and standardizing operating protocols.

EDUCATION

St. John Fisher University, Rochester, NY – B.S. Management, Marketing Concentration

TECHNICAL SKILLS

- **GTM SaaS:** Salesforce, Gainsight, Gong, HubSpot, Zendesk, DealHub, Apollo, Salesloft, Coefficient, Survicate.
- **AI & Automation:** Built production intelligence pipelines using Claude and Gemini APIs for signal detection, sentiment scoring, and deal risk modeling; deployed Gong AI for conversation intelligence and objection tracking; automated GTM workflows via Google Apps Script and custom Slack alerting bots.

AWARDS & RECOGNITION

- 6x Yodle President's Club Winner
- Web.com Annual Most Valuable Player Award
- Contributing author, Local Online Advertising For Dummies (Wiley)