

John Switzer

Revenue Operations & GTM Systems | Hands-On AI Builder | Full-Cycle GTM | B2B SaaS

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

PROFESSIONAL SUMMARY

Hands-on RevOps leader and AI systems builder with 20+ years across every GTM function revenue operations touches. Built RevOps from the ground up at a \$35M ARR B2B SaaS company: AI signal pipelines, board-grade reporting, customer health scoring, and forecast infrastructure. Full-cycle GTM operator who builds both the strategy and the systems.

AREAS OF EXPERTISE

- Revenue Operations & Sales Operations
 - AI Signal Systems & Revenue Intelligence
 - GTM Systems Architecture & Administration
 - Pipeline Operations & Forecasting
 - Customer Success Operations & Segmentation
 - Deal Desk & Commercial Operations
 - Executive & Board Reporting
 - Data Integrity & Governance
-

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 the RevOps function from the ground up, unifying ops across Marketing, Sales, CS, and Professional Services in a 30-person GTM org. Owned GTM data standards, reporting definitions, health scoring, and forecast cadence. Reported to CRO, then CFO as scope expanded; presented pipeline, forecast, and retention metrics in executive and board reviews.

- Architected and built an automated VOC Intelligence Loop (Claude) across 100% of GTM interactions; surfaced real-time alerts and weekly executive trend analysis for deal/renewal risk, competitive intel, and product feedback.
- Built GTM reporting infrastructure covering Pipeline, GRR/NRR, Win Rate, Conversion, Expansion, and Quota; delivered a single source of truth with a monthly board package and AI-generated analysis.
- Deployed a Customer Health (A-F) and Sentiment scoring system across 500+ accounts, driving segmentation and giving CS and leadership real-time visibility into account risk.
- Rebuilt Salesforce as a system of record across Marketing, SDR, AE, Pro Services, CSM, and Support; connected Gong, HubSpot, Gainsight, DealHub (CPQ), Zendesk, and 7 additional platforms into a single GTM data foundation.
- Built the first weekly forecast cadence with the CRO; deployed Gong Forecast and redefined MEDDIC-aligned stage exit criteria after pipeline analysis revealed 85% of deals stalling at SQO, reducing late-stage loss.
- Instituted a double-QA certification process across all customer contracts, achieving 99% data accuracy in 500+ active contract records and maintaining data integrity standards through the full client lifecycle.

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

Led pre-sale Solutions Architecture, post-sale implementation, customer support, and development across a 20+ person US/Argentina organization, reporting to CCO then COO. Ran Deal Desk, scoping, and Sales-to-Service handoff design.

- Built the Solutions Architecture function from scratch, owning pre-sale scoping, AE-led demos, and deal desk; cut scope creep and improved deal velocity by controlling the commercial conversation before contract execution.

- Scaled onboarding to 25-40 launches per quarter across SMB through enterprise (\$5M to \$1B+ retailers); built the infrastructure underneath it, including templated project plans, SOWs, scope capture docs, and PM tooling.
- Built a real-time quality control system (15-min lag) monitoring customer integration health, plus an 'Air Traffic Control' capacity board that gave Sales live visibility into onboarding slot availability and accelerated deal velocity.
- Reduced new client launch dev effort by 57% through SOPs and standardized Sales-to-Service handoffs.

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

2008-2018

Digital marketing company providing SaaS, advertising, lead generation, and engagement tools to SMB and enterprise.

Vice President / Sr. Director, Professional Services

2016-2018

Led a 25+ person organization across pre-sale Solutions Architecture, Deal Desk, strategic project management, web development, performance marketing, and operations. Owned full deal-to-delivery lifecycle for enterprise clients.

- Owned weekly Deal Desk cadence with department heads, setting scope, terms, and commercial structure across the active pipeline; final voice on what could be sold and at what shape.
- Built and led the pre-sale Solutions Architecture team; owned the commercial design layer across enterprise deals, covering scoping, proposal structure, and order forms.
- Secured CEO approval for a \$1M performance team investment; built the business case.
- Drove 245% YoY growth in billable hours through quote tooling, time-tracking, and targeted rep coaching.

Sr. Director, Program Management (GTM Operations) • Director, Production

2008-2016

Directed GTM operations and fulfillment across supporting 300+ field GTM roles driving 1,500+ new customer sales per month. Scaled the org from 5 to 50+ FTEs across US, St. Lucia, and India, managing 30,000+ clients.

- Owned weekly training, program communications, and GTM playbook and policy infrastructure across 300+ GTM roles, maintaining field execution consistency at scale.
- Reduced client setup time by 88% (3+ hours to 20 minutes) and onboarding from 5 days to 1 at 99%+ SLA attainment 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

- **SaaS:** Salesforce, HubSpot, Gainsight, Gong, Zendesk, DealHub (CPQ), Apollo, Salesloft, Survicate, Data Studio.
- **AI & Automation:** Built production AI pipelines using Claude and Gong APIs for real-time signal detection, deal risk modeling, and sentiment scoring across 100% of GTM interactions; deployed weekly personalized pipeline and executive briefings via Slack Block Kit with AI-generated analysis; automated GTM alerts via Google Apps Script.

AWARDS & RECOGNITION

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