

## Crystal Gomez

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### BUSINESS OPERATIONS DIRECTOR

#### Exemplary record in leading Operations, Strategy Planning & Process Improvement

Accomplished business operations professional with a solid track record of success leading and driving operational improvement; consistently exceeds goals and expectations. Successful at building corporate infrastructures and establishing operating controls that facilitate smooth operations during periods of significant change and growth. Talent for developing high-performance teams, making effective decisions, and quickly revising tactics to achieve goals within aggressive time frames. Experienced and comfortable in start-up and large corporate environments. Experienced in managing pipelines of \$50M and teams of 10+. Core competencies include:

Strong Negotiation & Influential Skills	Cross-functional Team Management
Large-scale Project Management	Supervision & Training
Policy & Procedure Analysis / Development	Strategy & Execution
Change Management	Complex Problem Solving
Operations Management	Fluent in English and Spanish

Technical Expertise: Salesforce.com Admin Certified, Agile, Microsoft Suite, SharePoint, Oracle Cloud, SCRUM, SQL, web development, ads management, JIRA, MixPanel, Confluence, Wiki, RightNow, Basecamp, Photoshop, Google Analytics, FinancialForce, SpringCM, ERP, UI/UX, HTML

### PROFESSIONAL EXPERIENCE

**EVERGENT TECHNOLOGIES**, Sunnyvale, CA

2017 – Present

#### Director of Sales Operations

Manages end-to-end sales operations, driving a \$50M pipeline. Responsible for back-end process for sales attainment and reporting. Collaborates with the CEO and SVPs to prepare and deliver weekly updates and quarterly business reviews. Built custom objects and tailored the SFDC architecture to fit business needs. Works closely with executives to identify new business opportunities. Developed and implemented a proposal process, as well as effective sales training material.

#### ACHIEVEMENT HIGHLIGHTS:

- **Strategized and launched a Net Promoter Score program (NPS).** Surveys were sent out to clients in order to receive service quality feedback. Within the first quarter of 2018, 30% of clients provided feedback.

**GUIDEWIRE SOFTWARE, Inc.**, Foster City, CA

2015 – 2017

#### PS Business Operations Manager

2016 – 2017

Led a global, cross-functional team, serving the Professional Services organization through contract management and project administration. Increased team efficiency through technology upgrades and process improvements, such as the tracking of customer contracts and subcontractor management best practices. Optimized the overall customer experience through the improvement of the case management system. Mentored, coached, and trained 6 direct reports and new hires.

#### ACHIEVEMENT HIGHLIGHTS:

- **Merged two teams into one cohesive support team.** Revamped support ticket processes and cross-trained team members, enhancing productivity and communication. Within 6 months, both teams worked in sync and support tickets were completed within the SLAs with over a 95% compliance rate.
- **Reorganized and revamped team's resource page on the company's intranet.** Intranet reorganization led to less support tickets and increased efficiency.

#### Sr. Support Operations Specialist

2015 – 2016

Developed SharePoint based approval forms with built-in workflows to enhance business processes. Served as the System Administrator for Oracle RightNow and solved related technical issues. Identified inefficiencies and made recommendations for process improvements. Monitored project schedules for 3 simultaneous projects at a time.

- Maintained agile projects board.
- Built and distributed scheduled and ad-hoc reports from the customer relationship management system.
- Notified customers of new software releases, software expiration, and technical bulletins.
- Tracked upcoming customer events, including upgrades and new production deployments.
- Coordinated meetings, training courses, and interview schedules for the support team.
- Maintained employee handbook and other operational/reference materials.

**ACHIEVEMENT HIGHLIGHTS:**

- **Successfully launched Salesforce Service Cloud and Salesforce Community to 2,000+ customers and 250+ internal employees.** Served as the change management lead for the migration of the old legacy Oracle System migration to the new cloud Salesforce CRM. Trained team members on the new Salesforce.com system.

**Support Operations Administrator**

**2015**

Developed and analyzed reports to ensure service quality. Delivered customer software and maintained system data integrity. Built and delivered effective communication plans. Managed projects concurrently and communicated project status to stakeholders. Maintained Jira projects and ran weekly sprints. Trained and explained complex processes to end users in a clear and concise manner. Earned the Spot Award for Operational Excellence.

**ATIPICA**, San Mateo, CA

**2015**

**Head of Operations**

Used data-driven approaches to make business decisions for an early stage startup. Conceptualized and launched social campaigns. Managed daily stand-up meetings with remote development team.

**VYV**, San Mateo, CA

**2014 – 2015**

**Marketing & Operations Manager**

Provided execution across all marketing functions and led 10-member team in product development, marketing, brand management, web development, finance and media. Effectively monitored industry and executed search marketing, content marketing, email marketing, and Pay-Per-Click Ads.

**DIGITAL PLAYBOOK**, Silicon Valley, CA

**2014 – 2015**

**Marketing & Operations Manager**

Managed the operations of the digital media consulting business. Built social media strategies, designed graphics, and grew online presence. Ran SEO using latest tags, metadata, and HTML attributes. Clients included ESPN, Pepe Aguilar, and various government agencies.

**STEVEN ENGINEERING, Inc.**, South San Francisco, CA

**2008 – 2014**

**Sr. Purchasing Coordinator**

**2014**

**Purchasing/ Contract Coordinator**

**2009 – 2014**

**Purchasing Assistant II/MRO Buyer**

**2008 – 2009**

**EDUCATION, PROFESSIONAL DEVELOPMENT & AWARDS**

**Bachelor of Arts, Management**

**2011**

Golden Gate University — San Francisco, CA, United States  
Coursework in Business, Management and Information Systems

**Associate of Science, Business Administration**

**2007**

Skyline College — San Bruno, CA, United States  
Double major – Associate of Arts in University Studies