

# Christina Snell



## Executive Leader in Revenue Operations, Marketing Strategy & Digital Transformation

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### Skills

Strategic Leadership  
Strategic Growth Initiatives  
Digital Transformation  
Revenue Operations (RevOps)  
Enterprise SaaS  
Process Improvement & Efficiency  
Business Strategy & Analytics  
BI Software + Data Analytics  
KPI Development & Tracking  
CRM Software + Optimization  
Data-Driven Decision Making  
Omnichannel Marketing Strategy  
MarTech Stack Integration

### Links

[11innovation: Portfolio Website.](#)

[LinkedIn](#)

[Key Projects + Business Ventures](#)

[Guide to Change: Community for self transformation.](#)

[The Rev Ops Blueprint: Framework for optimizing revenue.](#)

[Top Biz Ideas: Business resource for entrepreneurs.](#)

[Journals: Paperblanks available on Amazon.com.](#)

### Professional summary

Dynamic executive with nearly 20 years of expertise in leading high-performing teams, optimizing revenue operations, and delivering data-driven marketing solutions. Proven track record in streamlining processes and CRM platforms, enhancing martech stacks, and driving scalable business outcomes. Skilled in fostering client relationships, managing cross-functional teams, and implementing strategies to achieve operational efficiency and revenue growth for SaaS enterprises.

### Employment history

#### CEO | Chief Digital Transformation Officer, 11innovation

2023 - PRESENT

- **Leads end-to-end digital transformation initiatives**, enhancing operational efficiency and customer experience across diverse industries.
- **Drives business intelligence and analytics projects**, delivering actionable insights that streamline processes and improve decision-making.
- **Orchestrates cross-functional digital strategies**, collaborating with C-level executives to execute seamless digital marketing and transformation projects.

#### Associate Director, Analytics + Global Operations, Sprinklr, Inc.

MAR 2014 - DEC 2023

Promoted multiple times and from marketing to the global operations team for exceptional performance in revenue operations, analytics, and strategic leadership. Key accomplishments include:

- **Optimized RevOps analytics for a 100+ member Inside Sales team**, leveraging Salesforce, Tableau, and Power BI to enhance decision-making processes.
- **Led comprehensive digital transformation initiatives**, managed martech stack, implemented, integrated or optimized platforms such as HubSpot, Marketo, Salesforce, LeanData, ZoomInfo, and Salesloft to enhance business effectiveness.
- **Achieved 400% of target** with the company's first ABM program, attaining 91% account penetration and driving significant pipeline growth.
- **Enhanced SEO rankings by 180%** and boosted primary lead funnel conversion rate by 218%, contributing to measurable revenue growth.
- **Directed financial strategy via a \$30M budget framework**, improving fiscal accuracy and enabling data-driven decision-making.
- **Orchestrated omnichannel and cross-functional digital strategies**, collaborating with C-level executives to execute seamless marketing and transformation projects across global teams.

#### Director of Digital Strategies + Business Intelligence, Apollidon, LLC

2011 - 2013

Promoted from Director of Market Research to drive lead flow and business intelligence.

- **Developed a custom business intelligence and analytics dashboard** to optimize lead flow.
- **Implemented lead scoring and micro-segmentation** and boosted digital marketing campaign performance by >400%.

## **Lead Instructor, Web Design & Interactive Media, Art Institute of Tampa**

2010 - 2012

Hired to teach core courses for bachelor's degree program in web design and interactive media.

- **Revamped web design major curriculum** to incorporate content management system (CMS) platforms, enhancing student marketability and program relevance.

## **CEO, 11innovation**

2009 - 2011

Pioneered a strategic growth roadmap as CEO, boosting market positioning and client portfolios.

- **Led strategic growth initiatives** as CEO, enhancing market position and expanding client base while driving innovation across business, tech, and marketing sectors.

## **Founder + Senior Partner, Quantum Group**

2005 - 2009

Orchestrated Quantum Group's growth, expanding team to 23.

- **Increased revenue growth by 40-80% annually** and received WMA Web Awards for Outstanding Achievement in Web Development + Consulting Standard of Excellence.

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## **Education**

### **Harvard University, Extension School**

Courses towards master's degree in information technology, digital media design. GPA: 4.0

### **Certificates, Harvard University, Center for Training & Professional Development**

Editing & Proofreading • Introduction to Adobe Photoshop • Advanced Adobe Photoshop • Visual Design: The Art of Effective Communication • Creating Web Pages, Basic HTML • Introduction to JavaScripting • Advanced JavaScripting • Introduction to Advanced [Web Design] Dreamweaver I, II, III, IV

### **BA: Music; Minor: Music Education K-12, Art Education K-12, Fine Arts, Johnson State College**

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## **Leadership + Publications**

### **Rotary Club of Scott County, Virginia - Board of Directors**

2024 - PRESENT

Engaged in community service, networking, and leadership development through active participation in global Rotary initiatives.

### **Elevate Innovations | BenAI - Board of Directors**

2024 - PRESENT

### **United Nations (UNA-USA), Tampa Bay - Board of Directors**

2009 - 2011

Director of Marketing & Communications; Director of Education

### **Publications: Harvard Business Publishing**

[Merrill Lynch: Integrated Choice, Supplement](#)