

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
Education + Curriculum Development
CRM Software + Optimization
Data-Driven Decision Making
Omnichannel Marketing Strategy
MarTech Stack Integration
Financial Reporting + Analysis
Bookkeeping + Payroll Management
Budgeting + Forecasting

Links

[11innovation: Portfolio Website.](#)

[LinkedIn](#)

Key Projects + Business Ventures

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

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

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

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

Professional summary

Dynamic executive with nearly 20 years of expertise in building revenue clarity through business intelligence, streamlining martech for operational efficiency, and driving scalable, data-driven outcomes. Proven ability to optimize revenue operations, enhance CRM and analytics platforms, and increase operational precision across global SaaS organizations. Skilled in leading high-performing teams, aligning GTM strategy, and executing performance frameworks that consistently accelerate growth and improve decision-making.

Employment history

Executive Leader, Revenue Operations & Digital Strategy, 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.

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

Leadership + Publications

Rotary Club of Scott County, Virginia - Board of Directors

2024 - PRESENT

Engaged in community service and local and global Rotary initiatives.

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

Technology, Certifications & Licenses

Power BI, Tableau, Salesforce, Zoho, HubSpot, Marketo, ZoomInfo, Salesloft, LeanData, WordPress, Kanban Boards, Microsoft Teams and OneDrive, Google Analytics

QuickBooks Certified ProAdvisor – Gold (Bookkeeping, Payroll, Level 1 & Level 2)

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