

Gregory J. Marino

TRANSFORMATIVE REVENUE OPERATIONS EXECUTIVE DRIVING PREDICTABLE GROWTH AND STRATEGIC EXCELLENCE

CAREER SUMMARY

Revenue Operations Executive with 30 years of quota-carrying leadership across Sales, Marketing, and Customer Success. Proven ability to drive predictable growth, deliver double-digit revenue increases, and execute go-to-market transformations in SaaS, Fortune 100, and PE-backed portfolio companies. Recognized for expertise in pipeline management, sales enablement, customer retention, digital transformation, CRM optimization, analytics, and cross-functional alignment.

A unique differentiator: I combine deep technology leadership with quota-carrying revenue accountability. My strength is aligning Sales, Marketing, Customer Success, and Technology into a unified engine for client engagement — and predictable revenue growth.

As part of my onboarding framework, I run a 2-Week RevOps Maturity Sprint — a diagnostic that benchmarks pipeline health, client engagement, and GTM alignment. The output: a maturity scorecard and 90-day playbook that reduces friction between Sales, Marketing, and Customer Success while accelerating revenue growth. This structured approach has consistently delivered results in private equity environments, global sales organizations, and high-growth SaaS markets.

CORE COMPETENCIES

Revenue Growth • Go-to-Market Strategy • ARR & NRR • SaaS • Subscription Models • Sales Operations • Sales Enablement • CRM (Salesforce) • Analytics • Business Intelligence • Customer Retention • Pipeline Management • Forecast Accuracy • Digital Transformation • Private Equity Value Creation • Marketing Alignment • Demand Generation • Churn Reduction • Sales Enablement & Process Optimization • Business Model Innovation

NOTABLE ACHIEVEMENTS

- Virtusa: 138% average YoY order book growth; doubled \$20M+ deals; expanded pipeline to \$500M.
- Marsh & McLennan: \$435M incremental revenue; reduced client prep time by 800%; unified OpCo data unlocking \$1B+ expansion.
- Mercer: \$150M annual sales growth; \$100M YoY from new account planning app; \$50M revenue leakage recovered in year one.
- Millennium: 19% YoY sales growth; accelerated conversion cycle by 30%; led SaaS transition reducing churn by 15%.

STRATEGIC CONTRIBUTIONS

Sales Strategy & Pipeline Management

- Expanded market share through QTC transformations, boosting orderbook contributions from 5% to 40%.
- Implemented disciplined forecasting, improving target attainment and pipeline visibility.
- Raised win rates from 7% to 24%, improving EBITDA growth.
- Doubled \$20M+ deals closed; improved conversion for major transactions.

Go-to-Market & Revenue Operations

- Executed GTM practice strategies aligning sales, partners, and clients with growth targets.
- Enhanced cross-team collaboration for global revenue expansion.
- Validated GTM strategies with analyst firms, reinforcing confidence across industries and regions.

Client Engagement & Market Expansion

- Unified revenue and contact data across OpCos, enabling \$1B in expansion revenue.
- Introduced client engagement frameworks, boosting sales conversions and retention.
- Led global QTC transformations across 32 countries, 21 billing systems, and multiple billing types.

Technology & Enablement

- Launched digital transformation for 40,000 sellers integrating CRM platforms.
- Increased CRM adoption by 17 points, boosting efficiency and cross-functional data visibility.
- Implemented Seismic, BI analytics, Anaplan compensation, and VoC analytics.
- Reduced client meeting prep by 800% and delivered advanced KPI insights.

Board & PE Alignment

- Partnered with C-Suite and PE sponsors to align revenue ops with value-creation mandates.
- Ensured revenue strategy visibility for boards and Wall Street, improving investor confidence.
- Designed CRO playbooks to accelerate 90-day impact in PE-backed portfolio companies.

WORK EXPERIENCE

Senior Vice President, Global Head - Salesforce Platform Practice
Virtusa | Jan 2021 - Present

Senior Vice President & Global Head - CRM COE (Marsh)
Marsh & McLennan (NYSE: MMC) | May 2019 - Mar 2020

Principal & Global Enterprise Technology Leader (Mercer)
Marsh & McLennan (NYSE: MMC) | Oct 2016 - Apr 2019

Salesforce Practice Head
Mastech (NYSE: MHH) | Mar 2016 - Sep 2016

Salesforce Practice- Director of Sales Operations/Solution Architect
Mastech (NYSE: MHH) | Nov 2014 - Mar 2016

Director of Sales
Millennium Systems International | Apr 2013 - Apr 2014



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ABOUT ME

CORE SKILLS AND LEADERSHIP HIGHLIGHTS

Renowned for a people-centric leadership philosophy that empowers teams with clarity and purpose, fostering high engagement and exceptional performance across global organizations.

QUOTA-CARRYING LEADERSHIP: 30 years of direct revenue accountability with consistent target overachievement.

PRIVATE EQUITY-BACKED GROWTH: Experience with Bearing Asia Partners and EQT value-creation mandates

REVENUE LEADERSHIP: Proven track record of driving double-digit annual revenue growth and expanding multi-million-dollar order books through strategic sales initiatives and disciplined pipeline management.

SALES STRATEGY & EXECUTION: Expert in designing and executing scalable sales processes that directly improve win rates, margin, and deal conversions across diverse markets and industries.

DATA-DRIVEN DECISION MAKING: Leverages analytics to optimize sales performance, forecast revenue, and identify growth opportunities for sustainable, predictable results.

CROSS-FUNCTIONAL ALIGNMENT: Champions collaboration between sales, marketing, and customer success to ensure unified go-to-market strategies and maximize revenue impact.

BOARD & EXECUTIVE ENGAGEMENT: Regularly partners with C-suite and board leadership to align revenue operations with enterprise objectives and present actionable business cases for growth.

EDUCATION

Hofstra University / B.A., International Business

Major: International Business

Wharton School / Business Strategy

LINKS

LinkedIn Profile:

<https://www.linkedin.com/in/greg-marino-b7822a87/>

Career Highlights (3 Mins):

<https://www.youtube.com/watch?v=6HBqx4Auo70>

COURSES

Sales Methodology Training
Sandler Sales Systems

Sales training
Motivation Plus

Salesforce Admin
Blue Wolf