

Nate Randazzo

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GTM & REVENUE OPERATIONS LEADER

Established subject matter expert on best practices for enterprise business systems and processes within GTM and Revenue Operations. Over 10 years of professional hands-on and leadership experience driving strategic initiatives at both startups & Fortune 100. Proven track record owning business system implementations, migrations, integrations, and ongoing administration & solution architecture for revenue operations & financial data management within a SaaS business model.

PROFESSIONAL EXPERIENCE

UKG | Lowell, MA (hybrid) | 2025 (9 mos)

Manager, Business Systems Analysis | Quote-to-Cash

Leadership role managing a global (USA & India) team of 8 Business System Analysts focused on Salesforce CPQ and Quote-to-Cash function within the GTM organization. Partnering with senior leadership across Sales, Finance, Product/Pricing, Contracts & Order Ops.

- Facilitated pivot to Agile Operating Model, acting as Product Manager to provide Product Owner and SCRUM Master strategic direction for backlog refinement & sprint planning. Resulting in ~2x delivery of “value-centric” user stories.
- Established streamlined process for incident and demand intake through ServiceNow (ITSM) and built associated reports & dashboards to share with department stakeholders. Providing transparency for prioritization of deliverables.
- Assessed configuration viability for New Product Introductions and provided feedback in Operational Alignment meetings prior to build in Product Catalogs. Successfully launching multiple new offers related to M&A integrations.
- Identified and coordinated updates to 25+ customer-facing document templates (Quotes, Orders, Invoices) required for UKG’s 2025 rebrand and Legal Entity Rationalization associated projects; successfully completing before launch dates.
- Appointed as Workstream Lead & Product Owner for large scale projects outsourced to 3rd party consultants (PwC, Accenture, etc.) related to ERP consolidation and Credit & Concessions; reducing costs and streamlining processes.

SYSTEMS: Salesforce CPQ & Billing | Conga | Docusign | Varicent | Gearset | ServiceNow | Azure DevOps | Oracle ERP | D365

AUTHENTIC8 | Remote | 2022-2025 (3 yrs 2 mos)

Business Systems Manager

Orchestrated transformational system & process optimization initiatives across Revenue Operations tech stack. Functioned as both hands-on solutions architect and strategic leader / people manager for 5 Analysts (2x Salesforce BSAs, 2x Finance Systems, 1x Sales Ops).

- Implemented Zuora for subscription billing and configured Zuora CPQ and Salesforce integration; including product catalog bundles, quote builder logic, custom quote & invoice templates and record mappings. Increasing sales productivity over 50% by removing manual quoting efforts caused by rendering issues and object field mappings.
- Architected solutions for calculating granular SaaS revenue metrics with Salesforce (flows & formulas) utilizing Zuora Subscription record data; providing critical insights for strategic decision making by product team and C-Suite.
- Formulated strategy for Sales Operations to implement Outreach (Sales Enablement) and SPIFF (Sales Commission), increasing SQL conversions 3x and providing 100% accurate and up-to-date quota metrics to SDRs, AEs, and SEs.
- Proposed and validated vendor selection of Stripe for hosted payment page with Zuora integration, successfully configured components & workflow handling to accommodate PLG initiative and migration of self-serve customers off Recurly. Alleviating the accounts receivable team of manual collection efforts by streamlining over \$7M in payments.
- Constructed & maintained a kanban board in JIRA for project management & visibility, producing structure & accountability for team deliverables. Compiled & organized both technical & end-user process documentation in Confluence, removing ambiguity of system architecture & configurations and reducing end-user process errors by 40%.
- Established Salesforce (custom objects & fields) & Crossbeam integration, end-user processes & associated automations for successful launch of a revamped Channel Partner Program (Referrals, VARs, MSPs). Including capturing web form submission data, email routing, discount & revenue share calculations, reports & dashboards with metrics, and partner portal with associated assets; generating over \$1M in net new revenue within the first 12 months.

SYSTEMS: Salesforce | Zuora | NetSuite | Stripe | Recurly | Docusign | SPIFF | Outreach | ZoomInfo | Marketo | Crossbeam | JIRA

ORACLE | Remote | 2017-2022 (4 yrs 6 mos)

Senior Business Analyst | 2019-2022

Appointed as Team Lead to maintain business and revenue operations systems & integration fluidity while also taking on additional responsibilities relating to procurement, financial auditing, and corporate development. Focus on facilitating corporate M&A initiatives during pivot to migrating legacy Dyn customers over to Oracle Cloud Infrastructure (“OCI”) and cutting software costs.

- Owned end-to-end administration & architecture of Dyn’s BizOps & FinTech systems, maintaining 99.9% uptime.
- Optimized system workflows & automations, increasing operational efficiency by 20% across RevOps processes.
- Partnered with M&A leadership on finance and compliance, accelerating post-acquisition system alignment by 40%.
- Directed enterprise software procurement and renewals totaling \$2M+ annually, consolidating efforts into a single JIRA board for tracking, visibility and collaboration. Assisted in contract negotiations to achieve ~15% cost savings.
- Led migration from Marketo to Oracle Eloqua after Marketing department RIF, reducing campaign execution time by 30% and aligning with corporate marketing systems to reduce 3rd party enterprise software spend.
- Developed executive reporting dashboards and KPIs based on business requirements & corporate objectives, enabling faster decision-making and reducing ad hoc reporting requests by 25%.

SYSTEMS: Salesforce | Zuora | NetSuite | Boomi | Avalara | Bill.com | DocuSign | Marketo | Eloqua | LucidChart | Atlassian JIRA

Business Systems Analyst | Manchester, NH | 2017-2019

Hired within Dyn GBU, post acquisition. Worked on a team with 2 Business Analysts, a Salesforce Developer and Project Manager. Primary functions were handling complex projects associated with the revenue operations and GTM systems stack. Handled project work associated with migrating legacy business systems and customer data from acquired company (Zenedge) into our systems.

- Architected and administered a highly customized Salesforce org (Sales & Service Cloud) for 250+ users.
- Designed and maintained integrations across Salesforce, Zuora, NetSuite, Avalara, and DocuSign, streamlining quote-to-cash workflows and building automations effectively reducing manual effort by 30%.
- Led requirements gathering and solution design for executive initiatives, consistently diagnosing and resolving system & integration issues, delivering projects on time with 95% stakeholder satisfaction.
- Executed M&A migration from Zendesk to Salesforce Service Cloud after Oracle’s acquisition of Zenedge (WAF & DDoS mitigation provider), consolidating support operations and improving case resolution time by 25%.
- Administered Gainsight platform, enhancing customer health tracking & retention insights, reducing churn by ~18%.
- Delivered 500+ system enhancements via JIRA backlog, improving cross-functional productivity and reducing request turnaround time by 40% for key stakeholders across Sales, Finance, Customer Support & Customer Success.

SYSTEMS: Salesforce | Zuora | NetSuite | Boomi | Avalara | Bill.com | DocuSign | Gainsight | Zendesk | Chargbee | G-Suite

RIGHTWORKS | Hudson, NH | 2016-2017 (1 yr 8 mos)

Business Systems Administrator

Transitioned from sales into systems administration due to my foundational understanding of enterprise SaaS platforms and functional business processes. Took over as primary Salesforce administrator and associated business operations systems tech stack. Worked on the engineering team and was introduced into agile methodology and sprint planning for project management and SDLC.

- Implemented new process and training for Intuit Reseller Program (IRP) channel sales (\$1M+ revenue in first 12 months)
- Configured an enhanced integration between Adobe Sign and Salesforce, accelerating Quote-to-Cash sales process, improving security & audit compliance and reducing contract turnaround time by 50%.
- Built and deployed a Customer Success function in Salesforce Service Cloud for a newly established team, increasing customer engagement visibility and retention tracking via custom fields, objects, and automations.
- Handled migration of existing Microsoft Cloud Solution Reseller (O365/CSP) customer tenant subscriptions to AppDirect ecommerce platform, streamlining billing operations and reducing manual processing by 25%.
- Collaborated within an Agile operating model (Scrum/Kanban), working alongside the engineering team, delivering iterative system improvements via sprint release schedule and reducing delivery cycle times by 20%.

SYSTEMS: Salesforce | Zuora | Authorize.net | Worldpay | Hubspot | Zendesk | AppDirect | Adobe Sign | Quickbase | D365 | JIRA

EDUCATION

ELON UNIVERSITY, Bachelor of Science in Business Administration
Minor: Economics | Omicron Delta Epsilon - International Economics Honor Society

Elon, NC

UNIVERSITY OF INTERNATIONAL BUSINESS & ECONOMICS

Beijing, China

PROFESSIONAL CERTIFICATIONS

- Salesforce / Certified Platform Administrator | Certified Platform App Builder | Certified AI Associate | CPQ 301