

NORA HENDRICKSON

Staff GTM / RevOps Leader — Quote-to-Cash & Applied AI Systems Architecture

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SUMMARY

GTM/RevOps leader and technical generalist with 12+ years fusing Mechanical Engineering analytical rigor with scalable Quote-to-Cash and applied-AI systems architecture. Proven track record directing and upskilling technical teams — engineers, analysts, and admins — while staying hands-on with CPQ configuration, RevOps middleware, and production AI agent design. A force multiplier for product and GTM teams who translates complex business requirements into high-performance, user-focused infrastructure, turning technical complexity into competitive advantage at hyper-growth SaaS companies.

Technical Team Leadership: Directed and upskilled cross-functional technical teams of up to 8 (developers, admins, engineers) across CPQ, RevOps, and AI-agent implementations; set technical standards, ran UAT programs, and mentored technical staff to delivery-ready maturity.

AI-Native Systems Building: Operates at the intersection of Engineering, Marketing, RevOps, and Growth — identifying high-leverage opportunities, deciding what should be automated, building production AI systems that improve pipeline, running structured experiments, measuring business impact, and evaluating new AI capabilities ahead of the organization.

CORE COMPETENCIES

QTC & Monetization: Salesforce CPQ, DealHub, Zuora, NetSuite, Xactly (Commissions)

RevOps & Middleware: LeanData, Ironclad, ChiliPiper, MuleSoft, Workato, Boomi

AI/LLM Platforms & Agent Architecture: Claude, ChatGPT, Google Gemini, ClickUp Brain

Sales Engagement & Marketing Automation: Gong, ZoomInfo, Outreach, Marketo

Project & Analytics: ClickUp, Jira, Confluence, Clari, Tableau, SQL

CERTIFICATIONS

Salesforce: Salesforce Certified Administrator (SCA), Salesforce Certified Business Analyst

Coursera: Google Foundations of User Experience (UX) Design, Google AI Fundamentals, Google AI for Brainstorming and Planning, Google AI for Research and Insights, Google AI for Writing and Communication, Google AI for Content Creation, Google AI for Data Analysis, Google AI for App Building

RELEVANT PROFESSIONAL EXPERIENCE

Staff Salesforce Business Systems Analyst — Quote to Cash

ClickUp | Remote, CA | November 2023 – July 2026

- Served as primary CPQ subject matter expert, owning configuration, architecture, and maintenance for 200+ users
- Led discovery and platform selection for a company-wide QTC modernization, driving cross-functional alignment across Finance, Legal, and VP-level stakeholders
- Designed and deployed 13+ production AI agents for RevOps automating 15–25 hours of manual work per week and championing org-wide adoption of AI-native workflows
- Formalized QA and UAT with AI automations, templates, and structured feedback loops with stakeholders
- Created a wiki of enablement content for Sales users while LMS system was being replaced
- Owned end-to-end technical delivery for 15+ complex SKU launches
- Configured CPQ approval logic around credit limits and implemented UX changes for MEDDPICC deal-qualification fields
- Streamlined Ironclad order form creation and approvals, accelerating operational throughput by 80%
- Re-architected lead routing, reducing routing errors from 50% to under 0.1%
- Partnered with Finance to optimize ERP financial modules (GL/AP/AR), ensuring SOX compliance during month-end close of \$50M+ TCV in bookings

Staff Business Systems Analyst — Bookings & Commissions

MongoDB | Remote, CA | June 2022 – July 2023

- Partnered with the VP of Sales and Finance to align CRM initiatives with annual revenue goals
- Directed and upskilled a technical team of six developers on CPQ architecture and deployment best practices, setting the technical standards the team operated against
- Established BSA team maturity by standardizing technical design documents and UAT programs
- Architected integrations and data models across Salesforce, NetSuite, Xactly, and Clari APIs, ensuring data integrity for bookings and commissions
- Used SQL to run complex analysis across Salesforce and NetSuite, producing reporting that shaped multi-million-dollar GTM roadmap decisions

Senior Business Systems Analyst, Licensing & Fulfillment (Contract)

Splunk | Remote, CA | March 2022 – June 2022

- Brought in for a fixed-term engagement to formalize Agile methodology and Scrum ceremonies, implementing structured Jira workflows that increased team efficiency 4x
- Architected an enterprise-wide knowledge base and wiki structure, reducing internal support tickets by 50%
- Drove 8 licensing and fulfillment automation projects, leading QA/UAT testing and L1 Salesforce support
- Documented Salesforce CPQ selling scenarios via detailed workflow diagrams and led requirements analysis with an offshore engineering team

Product Manager, CRM Technology

Motive (formerly KeepTruckin) | Remote, CA | December 2020 – February 2022

- Defined vision, strategy, and roadmap for Quote-to-Cash systems to improve efficiency, scalability, and reliability
- Led a complex Salesforce CPQ overhaul as technical lead, automating 6 key sales processes including New Business, Amendments, Renewals, and Approvals
- Designed data checkpoints between Salesforce CPQ and Zuora, reducing billing errors by 30%
- Built a new UAT program in Jira and ran 50+ cross-department UAT sessions ahead of go-to-market launches
- Managed technical delivery and directed a remote team of 8 admins/engineers, owning initiatives from inception through rollout

Senior Information Technology Manager

Redaptive, Inc. | San Francisco, CA | December 2019 – June 2020

- Promoted from Senior Operations Manager to lead Salesforce delivery as primary BSA, developer, and QA tester, single-handedly shipping five major implementation projects in two months
- Led full company migration of 100+ users from Salesforce Classic to Lightning
- Led software stack consolidation and vendor rationalization, replacing Clarizen with Cloud Coach Fundamentals — improving data accuracy by 90% and doubling productivity while reducing tool sprawl
- Automated manual sales tasks, boosting sales team efficiency by 2.5x and driving full Salesforce adoption

Senior Operations Manager

Redaptive, Inc. | San Francisco, CA | October 2017 – December 2019

- Single-handedly designed and implemented Sales Cloud instance in two months as sole Admin and Solution Architect
- Built the entire case management system and performance dashboards for 12 customers
- Defined and launched multi-region GTM workflows (Lead, Opportunity, Contract), standardizing data capture for sales team
- Built and launched the Conga Composer and DocuSign integration for contract generation
- Planned and launched a new internal team dedicated to customer support and hardware replacement

Site Modeling Manager

Sunrun | Denver, CO | January 2016 – June 2017

- Built and scaled an internal 20-person design and operations team in 6 weeks, replacing a third-party vendor
- Reduced Change Orders from 40% to 15% within 12 months through design process improvements and Quality Review Program
- Directed user testing and feedback loops as a key stakeholder for the BrightPath design platform deployment
- Managed global performance reporting and project delivery for an international design team, fostering best practices adopted company-wide

Sales Support Manager

Sunrun | Irvine, CA | November 2014 – December 2015

- Led a 30-person Design Service team supporting 3,000+ sales reps; cut per-project costs from \$29 to \$10 via process and staffing model redesign
- Increased throughput from 1 to 4+ projects per hour by implementing a new standardized training program
- Reduced Change Orders by 20% and improved design accuracy by closing feedback loops with post-sales engineering
- Expanded outsourcing to India and launched rapid design programs for 300+ telesales reps in under 6 weeks
- Served as Salesforce super user, owning productivity reporting and supporting software transitions for 6 new sales partners

EDUCATION

Santa Clara University — Mechanical Engineering, Santa Clara, CA

De Anza College — Associate of Science, Energy Management & Building Science, Cupertino, CA