

MIKE YERKE

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SUMMARY

As a forward-thinking Revenue Operations & GTM Systems leader, I excel at transforming complex systems into revenue-driving engines. At UiPath, I led a global team and managed a multi-million-dollar tech stack, working collaboratively to achieve company goals. One of my proudest achievements was designing and launching an automated take-out campaign, resulting in \$18 million in net new pipeline for Q1 FY24 while reducing our business systems spend by \$720k. My expertise spans process design, team leadership, and cross-functional collaboration from C-suite to SDRs. I bring a proven track record of boosting Sales productivity, streamlining operational excellence, and driving substantial revenue growth through innovative tech solutions. My approach involves data-driven decision-making and empowering teams to excel and grow.

EXPERIENCE

UiPath, Austin, TX

2019 - 2024

UiPath (NYSE: PATH; 4,500 employees) automates tasks and processes to improve efficiency and reduce errors. In 2021, it had one of the largest IPOs (\$1.3 billion) in the history of software companies.

Senior Manager, GTM Technology, 2022-2024

- Managed a \$3 million global go-to-market (GTM) suite of technology tools, serving as the GTM Systems subject matter expert (SME) to ensure governance, compliance, and system integration.
- Led a small international team, focusing on operational excellence and analytics to drive global business growth and process improvement.
- Collaborated with Procurement and InfoSec on tool renewals, ensuring compliance and optimal investment; Slashed GTM systems spending by \$720k through consolidation and contract renegotiation.
- Reduced user access tickets by 52% through collaboration with IT, Sales, and Marketing Operations by designing and implementing a self-service portal, streamlining ticket submissions, and automating user access.
- Improved Sales rep productivity by 18% through personalized enablement plans and created self-serve PowerBI reporting dashboards to analyze system use and its impact on pipeline and revenue. Provided actionable insights to frontline leaders and automated reports for senior leadership.
- Developed a process for evaluating and implementing new technology requests from business stakeholders. This included documenting use cases, conducting assessments, and analyzing our current gaps to plan for sprints and delivery more effectively.
- Strategized with Sales and drove \$18 million in pipeline by mapping out MEU Sales process and implementing automated competitive take-out campaign for the manufacturing and energy (MEU) Sales team.

Manager, GTM Technology, 2021-2022

- Responsible for managing strategy, operations, enablement, and vendor management for a suite of technology systems, including Outreach, ZoomInfo, Clari, LinkedIn Sales Navigator, Gong, Lusha, and 6Sense.
- Drove sales productivity improvements through a comprehensive overhaul of existing tools, increasing qualified sales opportunities by 34% and closed won revenue by \$2 million.
- Reduced lead-to-follow-up time by over 55% and increased SAL conversion rate by 16% through standardized processes and automating web form fills.
- Collaborated with the Sales, Marketing, and IT teams to revamp our Sales methodology approach using the Command of Message from Force Management leading to a 39% increase in MEDDPIC data captured in Salesforce. Led the systems integration and conducted dynamic training sessions for the Sales teams.
- Achieved a 30% reduction in leaders' time spent during the hiring process by implementing an AI behavior analysis tool, Perception Predict, to enhance Inside Sales talent using insights from top performers.

Revenue Operations Program Manager, 2020-2021

- Implemented a suite of new GTM tools, including conversational intelligence (Gong), data enrichment (ZoomInfo), and lead generation (TechTarget), resulting in a substantial improvement in Sales productivity, pipeline, and operational excellence.
- Played a pivotal role in facilitating annual planning activities by overseeing budgets, headcount planning, territory analysis, and QBR preparation.
- Analyzed data from Salesforce, PowerBI, Google Studio, and Tableau to identify Sales trends, measure performance, and uncover areas for process improvement across different Sales initiatives.
- Revitalized the Sales Enablement program by leading in-person workshops and developing e-learning courses for AMER Sales teams, leading AMER Sales globally to lead rep productivity.

Manager, Sales Development, 2019-2020

- Recruited, managed, and motivated a high-performing team of nine Enterprise Sales Development representatives (SDRs) who consistently surpassed quotas, delivering 233% of qualified Sales opportunities in Q2 2019.
- Implemented a highly effective SDR playbook, resulting in 190% increase in activity in Q1, significantly boosting outbound efficiency and generating more Sales opportunities.
- Transformed the Lead Development team into a SDR program, resulting in a 395% surge in net new pipeline in H1 2019.

Box, Austin, TX

2017 – 2019

Box (NYSE: BOX; 2,500 employees) is a leader in cloud-based content management, collaboration, and file-sharing solutions.

Outbound Business Representative, Strategic Accounts, 2018-2019

- Led all outbound reps Q3 FY'19 in pipeline attainment, \$1.1 million, by sourcing 15 net new F500 logo opportunities.
- Selected for content committee to collaborate on creating new greenfield messaging with Sales and Marketing leaders and enabling OBRs. Ensured standard approach, adopted by 45 outbound SDRs and streamlined messaging and improved Sales efficiency. Exceeded quarterly quotas, 200% Q3FY'19, and 144% Q4 FY'19, and earned Box's "Grit" award in 2018.

Team Lead, Sales Development Representative, 2017-2018

- Built \$2.7 million pipeline and achieved \$1.4 million in ARR by qualifying 570 enterprise opportunities for account executives.
- Served as team lead for four SDRs and partnered with senior management to implement LinkedIn Sales Navigator and provided team training.
- Leveraged efficient Sales strategies and tools to consistently exceed quota, 109% Q3FY'18, 111% Q4 FY'18, 120% Q1 FY'19, and 126% Q2 FY'19, resulting in top performer recognition in three separate months.

TECHNICAL SKILLS & METHODOLOGIES

Salesforce | HubSpot | Outreach | Gong | ZoomInfo | Clari | LinkedIn Sales Navigator | Gainsight | TechTarget | Lusha | Draup | 6sense | Nooks.ai | SQL | G-Suite | Perception Predict | PowerBI | Tableau | Orum | Databook | Agile | MEDDPICC | Challenger Sales | Drift

CERTIFICATIONS

Outreach Certified Administration – Outreach | ZoomInfo Operations – ZoomInfo | Inbound Sales Certified – HubSpot | Conversational Sales Certification – Drift | TechTarget Priority Engine Qualified - TechTarget

AFFILIATIONS

Pavilion, Associate Member | Modern Sales Pros | RevGenius | Grammarly Ambassador | American Association of Inside Sales Professionals (AA-ISP)

EDUCATION

