

Stephen Kucklinca

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Go-to-Market Revenue, Sales & Business Operations Leader

Revenue Operations | Marketing Operations | Sales Operations | Customer Success Operations | GTM Business Operations

Results-driven GTM and Business Operations leader with 14 years of experience building and scaling the systems, processes, and teams that drive predictable revenue growth at B2B SaaS companies across Silicon Valley. Rated Outstanding, Far Exceeds Expectations — recognized by COO as "ready for broader leadership responsibility." Expert in Salesforce (CPQ, Admin, Advanced Admin), Marketo, and HubSpot, with a proven track record of delivering across Sales Ops, Marketing Ops, RevOps, Customer Success, Support, and IT Operations simultaneously. Fluent in Spanish.

CORE COMPETENCIES

Revenue & GTM Operations: GTM strategy, sales planning, territory & quota design, Salesforce CPQ, forecasting, pipeline analytics, QBRs

Marketing Operations: Marketo, HubSpot — demand generation, lifecycle automation, campaign execution, lead scoring, data hygiene, attribution

Sales Operations: Salesforce (Certified Admin & Advanced Admin, CPQ), pipeline management, sales process design, compensation (Xactly)

Customer Success & Support Ops: Customer Success leadership, Freshdesk, Zendesk, SLA design, escalation paths, customer documentation & FAQ ownership

Tech Stack & Integration: Salesforce, Marketo, HubSpot, LeanData, Syncari, Gong, Xactly, Datadog, Okta, Coro, Vanta, Jira, Freshdesk, G-Suite

AI, Automation & Compliance: AI workflow automation, API integrations, data enrichment, SOC 2 Type I & II, GDPR, IT security governance

PROFESSIONAL EXPERIENCE

Director of IT and Sales Operations | *Provarity, Inc.* | April 2020 – Present

Expanded scope across Sales Operations, Marketing Operations, IT Infrastructure, Customer Success & Support, and product management — delivering four concurrent workstreams while sustaining daily operations. Rated Outstanding, Far Exceeds Expectations by COO.

- Led Salesforce marketing projects connecting campaign, lead, and pipeline data — enabling marketing activity and sales results to be measured together and giving sales leadership the forecasting and pipeline visibility they can act on.
- Advanced Salesforce CPQ from new deployment into standard quoting practice, streamlining the sales quoting process and reducing friction for the field sales team.
- Stepped into a Director-level role across Customer Success and Support — took ownership of customer documentation, FAQs, and support operations, bringing the same operational rigor to customer-facing work as to internal systems.
- Executed full Zendesk to Freshdesk migration — platform evaluation, data migration, workflow configuration, team enablement, and cutover — with minimal disruption to open tickets and support coverage.
- Supported Instynx platform migration across data, integration, and access requirements, resolving issues quickly and keeping migration work from stalling on systems dependencies.
- Drove 20% increase in revenue through data-driven GTM strategies, refined segmentation, and aligned cross-functional go-to-market execution.
- Increased marketing operations efficiency by 30% through AI-assisted workflow automation and optimization of the full tech stack including Salesforce, HubSpot, Gong, Syncari, Datadog, and Zendesk.
- Reduced operational costs by 25% by automating manual workflows and consolidating software subscriptions across the GTM and IT stack.
- Sustained IT security posture through Coro and Okta — monitoring, access standards, and audit readiness — and assisted in dissolving all legacy IT infrastructure tied to former founders, reducing cost and attack surface.
- Spearheaded SOC 2 Type I certification and maintained Type II compliance, establishing data security governance that built enterprise customer trust.

Sr. Marketing Operations Manager | *PubNub, Inc.* | October 2018 – January 2020

- Spearheaded migration from Pardot to Marketo — full implementation in 6 weeks — improving automation, data integrity, and campaign execution velocity.

- Partnered with Sales Ops and BI/Analytics to deliver executive revenue dashboards and the contextual revenue narrative for business reviews.
- Enabled demand generation and field marketing teams to optimize cross-functional campaign workflows driving quality pipeline traffic toward ARR targets.
- Managed ongoing data hygiene programs across Salesforce, Google Analytics, and Marketo.

Digital Marketing Manager | *Kiteworks (formerly Accellion, Inc.)* | August 2016 – September 2018

- Executed multi-tactic, multi-geography digital campaigns across paid search, email, social, and direct response to generate leads and drive product awareness.
- Spearheaded marketing automation migration from Marketo to HubSpot in a 2-week timeframe.

Marketing Program/Operations Manager | *Conviva, Inc.* | February 2015 – July 2016

- Managed full campaign strategy, budget, and cross-functional execution across events, email, SEO/SEM, paid search, social, and telemarketing lead generation programs.
- Led marketing automation migration from HubSpot to Marketo in a 2-month timeframe.

Sales Operations Manager | *BlueSnap (formerly Plimus, Inc.)* | 2012 – 2015

- Administered Salesforce org — Certified Admin & Advanced Admin — scaling from 4-seat to 100+ seat environment with full operational and administrative design.
- Built executive reporting dashboards, pipeline visualizations, and performance management frameworks for Inside and Field Sales teams.

Business Development Representative / Inside Sales Representative | *BlueSnap (formerly Plimus, Inc.)* | 2009 – 2012

- Generated and qualified sales pipeline as an inside sales representative, handing off qualified opportunities to the field sales organization.

EDUCATION & CERTIFICATIONS

Texas Tech University — MA, Spanish | University of California, Davis — BA, Political Science & Spanish
Salesforce Certified Administrator | Salesforce Certified Advanced Administrator