

Contact

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(LinkedIn)

Top Skills

Management Consulting
Analytics
Strategy

Nina Huang

Strategy and Sales Operations
Greater Seattle Area

Summary

Former management consultant with enterprise and startup experience, focusing on growth strategy, business metrics, and client engagement. Driven by learning opportunities and cross-functional collaboration-- I'm always up for a challenge.

Experience

Bindle Systems Inc

Director, Sales Operations

September 2021 - Present (3 years)

A health verification platform purpose-built to get communities back together without compromising freedom or privacy.

RecordPoint

Account Based Marketing Manager

October 2019 - September 2021 (2 years)

Greater Seattle Area

RecordPoint's SaaS solution adds a transparent layer of intelligence over data, records, and content—no matter where it lives—that helps regulated companies and government agencies increase compliance, lower costs, and drive collaboration and productivity throughout the organization.

Defined marketing, sales, and account management processes across prospect and customer lifecycle

Refined branding, buyer personas, and value proposition messaging

Developed customer stories and subject matter expertise into email campaigns, webinars, and web assets

Civicom

Account Manager and Brand Advocate

July 2016 - June 2018 (2 years)

Work with enterprise clients to define end-user needs and translate to new features with development team

- Collect user feedback and issues to improve Dial-A-Note mobile app to be more intuitive and flexible to range of actions
- Coordinate development of reporting and workflow in back-end web application to match client delivery needs
- Measure and increase user adoption, usage frequency, and client engagement across existing and new services
- Research, build, and pilot new data product offering

Hakuna

Marketing Manager

November 2014 - December 2015 (1 year 2 months)

Greater New York City Area

Grew client base from 0 to \$1M+ in annual revenue for new home care agency

Led and grew outreach team, establishing goals and pipeline metrics

Developed marketing and outreach strategy

- Launched and created content for newsletter, website, and other marketing materials

- Sought partnerships with complementary services and brands

Established contracts with Managed Long Term Care providers for Medicaid services

Worked with product team to understand customer needs

Coordinate intake process for new clients, answering questions and helping to navigate financial, legal, medical, and other support services

Certified as a first responder by Mental Health First Aid USA

Participated in 19th Annual Comprehensive Approach to Dementia at the New York Academy of Medicine

Gartner

Director, Sales Strategy and Operations

April 2011 - November 2014 (3 years 8 months)

Present recommendations to CEO, Operating Committee, and Sales leadership on a regular basis to facilitate discussion around increasing sales productivity with 15% annual sales force growth

Define and track productivity metrics across global sales organization of 1,500 professionals

Collaborate in cross-functional teams to identify strategies for immediate and long-term revenue growth

- Targeted programs based on tenure, region, specialization
- Prioritized entry into new markets
- Recruiting and training enhancements
- Best practices around leveraging sales support resources

Create automated reporting and dynamic sales tools

Plan optimal territories based on opportunity, workload, geography, client industries

ZS Associates

Associate Consultant

September 2008 - April 2011 (2 years 8 months)

Sales and marketing strategy consulting for Pharmaceutical and Biotech clients

- Quantitative and qualitative market research
- Brand positioning and performance tracking
- Sales force alignment optimization
- Post-merger sales force integration

Education

Cornell University

BS, Applied Economics and Management