

Nathan Lee

VP Revenue Operations & Go-To-Market Strategy | Sales Systems, AI-Driven Growth
Nashville, TN | (270) 791-0229 | nathanleeky@gmail.com | linkedin.com/in/nathanleeky

PROFESSIONAL SUMMARY

I specialize in turning fragmented sales processes into scalable, AI-enabled revenue systems that drive measurable enterprise growth. I operate at the intersection of Revenue Operations, GTM strategy, and AI transformation – designing/scaling the systems, platforms, and workflows that increase seller productivity.

CORE COMPETENCIES

Revenue & GTM Strategy: Revenue Operations Infrastructure • GTM Transformation & Operating Model Design • Territory & Coverage Operations • Incentive Compensation Design • Sales Pipeline Management

AI & Automation: Production AI Workflows • Generative AI Implementation • Sales Enablement Automation • Process Automation • Data Governance & Quality

Technical Skills: Salesforce (Certified Admin, Platform Operations) • Power BI • Tableau • Copilot Studio • Seismic • Outreach • Demandbase ABM • Marketo

PROFESSIONAL EXPERIENCE

Vice President Strategy - Revenue Operations & GTM

U.S. Bank | Remote (2021 - Present)

Lead enterprise Revenue Operations and GTM strategy for one of the largest commercial financial institutions in the U.S., driving nine-figure annual revenue impact and 9% YoY growth through systematic operating model transformation. Own full-stack strategy spanning CRM infrastructure, AI-driven seller workflows, account segmentation, territory management, sales enablement tools, and competitive intelligence analysis across 12,000+ enterprise accounts and 500+ sellers.

- **Revenue Growth & Operating Model Transformation:** Redesigned the enterprise GTM operating model (segmentation, account scoring, partner prioritization, playbooks), driving 9% YoY revenue growth and 39% lift in seller adoption across 1,000+ users. Optimized revenue tiering and developed technology to enable strategic account planning.
- **Production AI-Driven Seller Workflows:** Deployed production AI workflows, delivering automated client intelligence and pre-meeting insights directly to relationship managers. Achieved 50%+ reduction in manual research time while scaling AI adoption across a regulated enterprise environment.
- **Enterprise Account Segmentation & Coverage Strategy:** Architected and operationalized account tiering (Tier 1-4) with strategic overlays (Grow/Acquire/Retain/VIP) across 12,000+ accounts. Built system logic and automated coverage assignments in Salesforce and Power Automate, integrating LTV and expansion revenue metrics.
- **BDR/BDO Program — Territory, Comp & Capacity Design:** Designed commercial operating models for a new 15-person Business Development Officer function: GTM strategy, market coverage model and geographic expansion decisions, incentive compensation structure, territory design, hiring capacity model, onboarding framework, and structured BDO-to-Relationship Manager handoff workflow. Partnered directly with sales, finance, and field leadership to build a repeatable prospecting engine.

- **Salesforce Systems Design & Governance:** Led design and governance of Salesforce workflows, supporting 500+ users across multiple Salesforce instances, ensuring scalable infrastructure, high data quality, and reliable executive reporting. Accelerated safe delivery of CRM enhancements while maintaining system health and user adoption standards.
- **Sales Enablement & GTM Tooling:** Led rollout and adoption of Seismic (Salesforce-integrated) and Outreach across 400+ users. Integrated Demandbase ABM signals with Salesforce to surface propensity and expansion signals for fintech and institutional banking clients.
- **Marketing Operations & Funnel Accountability:** Developed Marketo-based lead scoring and MQL qualification methodology to formalize the marketing-to-sales handoff, defining attribution logic, routing criteria, and funnel conversion standards. Established the SLA structure and shared metrics framework that aligned both functions to common pipeline and revenue outcomes.
- **Data Integrity & Governance:** Solved multi-platform data standardization challenges by implementing validation rules, deduplication processes, and standardized data definitions. Established governance frameworks to reduce recurring data-quality issues.
- **Executive Intelligence & Client Intelligence Platform:** Enabled senior leadership to drive multi-year growth strategy and capital allocation decisions by architecting a unified client intelligence layer (Power BI + Tableau) and competitive intelligence framework used at board level.

Senior Project Owner & Business Analyst

U.S. Bank | Remote (2019 - 2021)

- Served as Product Owner for Salesforce Sales Cloud in Commercial Banking, leading requirements, solution design, and delivery of platform enhancements for 500+ users.
- Built net-new Tableau and Power BI dashboards tracking pipeline velocity, coverage ratios, etc.

Commercial Assistant Relationship Manager

U.S. Bank | Bowling Green, KY (2017 - 2019)

Finance & Startup Consultant | Adjunct Professor

Western Kentucky University | Bowling Green, KY (2014 -2017)

- Served as fractional CFO for early-stage ventures, structuring complex loan packages (SBA 7a, 504) and securing over \$8.5 million in commercial funding. Advised 150+ businesses annually on GTM strategy, financial modeling, and growth planning. Supported launch of 20+ companies, 75+ jobs.

Accountant

HCA Healthcare | Nashville, TN (2014)

EDUCATION

Master of Business Administration (MBA), Western Kentucky University

CERTIFICATIONS

- Salesforce Certified Administrator
- Microsoft Certified: AI Transformation Leader (AB-731)