

Michael Cheney

(801) 675-1320 • michaelcheney96@gmail.com • linkedin.com/in/michael-cheney

EDUCATION

Brigham Young University – Marriott School of Business

Provo, UT

Bachelor of Science, Marketing

Dec 2020

- Recipient of BYU and Marriott School of Business academic scholarships.
- Member of BYU Marketing Association, BYU Sports Business Club and BYU Athletic Marketing Internship.

SKILLS

Hard Skills

- Data Analytics (4 years)
- Excel/Google Sheets (5 years)
- SQL (4 years)
- Tableau (3 years)
- Salesforce (5 years)
- Tech stack admin (1 year)

Soft Skills

- Problem solver, not problem creator
- Fast learner
- Extremely organized
- Effective collaborator
- Able to meet deadlines

EXPERIENCE

Tech9

Provo, UT

Rev Ops Manager – Reporting to CRO, CFO & CEO

Jan 2024 – Present

- Built the first Rev Ops function which encompassed: Sales, Customer Success & Marketing Operations.
- Helped start first pure outbound sales team, which included territory development, account signal identification and scoring, sales funnel improvement, sales reporting and building sales automations.
- Tech stack owner and administrator. Owned the budget of the tech, the implementation and enablement for our reps, as well as procuring new technologies for the sales, CS & marketing team.
- FP&A revenue forecast owner reporting to our CFO. Included forecasting, quota and headcount modeling and bringing the strategic financial analysis to the revenue team.

Qualtrics

Provo, UT

GTM Senior Analyst – Research Services

Oct 2021 – Feb 2024

- Critical business partner for 110+ sales reps and 20 managers.
- Point of contact for RS sales data for the entire company.
- Simplified our complex territory and quota strategy from a historical spend model to a % of quota model that allowed more transparency across reps & leaders and saved Ops many weeks across the year managing the old model.
- Decreased annual turn timeline down by 9 weeks in 2 years. 6 in my first year and another 3 the year following allowing reps to get off to a faster start to the year with their new book of business.

GTM Senior Analyst – Healthcare

Nov 2022 – Feb 2024

- Critical business partner for 75+ sales reps and 15 managers.
- Owned sales territory creation, quota modeling, sales performance reporting and sales strategy.
- Owned creating a new vertical with a dedicated sales team inside of the wider Healthcare org. Created a long-term strategy for territories & helped that team hit quota in it's very first year.

Previous roles at Qualtrics

Jun 2019 – Sep 2021

AWARDS, CERTIFICATIONS & INTERESTS

- Salesforce, Gong & Outreach administrator certified
- Qualtrics Expert Research Core certified
- Love to travel and experience new cultures and food
- Interested in all forms of athletic competition. In fact, my first word spoken as a child was “touchdown”