



# Doug Houvener

**I am a results-driven revenue leader with a passion for growth and process improvement, driven by resource efficiency and critical thinking.**

I am naturally curious and have an insatiable thirst for knowledge and understanding. I currently lead a Revenue Operations team that manages the day-to-day operational systems, processes, and reporting to support a broader go-to-market engine, driving the organization toward operational efficiency and delivering consistent results.

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## WORK EXPERIENCE

### WEBPT

#### **Sr. Director of Revenue Operations** (Promoted to Senior in January 2023)

JULY 2021 – PRESENT

**Responsible for leading WebPT's RevOps team and driving business growth, organizational alignment, data consistency, and process quality across the customer journey.**

- Responsible for operational strategy, data architecture, and system workflows for the GTM org
- Lead a team of 7 direct reports and 19 indirects with a wide array of specialization across marketing, sales, and success operations; lead development; analytics and reporting; sales/revenue enablement; and contracting.
- Partner with the CRO, CMO, CFO, and CEO to build organizational capacity model for growth targets, as well as departmental goals, staffing models, and compensation plans to support overall business objectives
- Consult and coach functional leadership within the revenue organization on performance trends, areas for improvement, and training/reporting gaps
- Led development of a forecasting and revenue assurance model to build accountability and drive behavior change throughout the sales process
- Transitioned the sales and success organizations to contract-based deals, shifting the business away from month-to-month agreements; included the implementation of a contracting solution, PandaDoc
- Rebuilt the marketing and lead development workflows from scratch, migrating the organization from Pardot to Hubspot, resulting in a drastic improvement in lead capture rate, response time, and system efficiency
- Developed the framework for an internal knowledgebase using Guru, helping improve visibility to important process documentation and reducing reliance on tribal knowledge
- Responsible for all reporting, enablement, training, automation, and process optimization/improvement for the GTM org, as well as executive support on internal QBRs, board decks, and monthly metric reviews
- Lead post-acquisition (WebPT acquired Clinicient and Keet Health in January 2022) integration and consolidation strategy for GTM operations
- Built team's project management system in ClickUp, including all processes surrounding intake of requirements (deal desk, hiring, and support), management of deliverables, and internal visibility into the team's workload/priorities
- Manage significant investment in GTM tech, which includes Salesforce, Gainsight, Clari, Salesloft, Hubspot, Guru, Pardot, Chorus, Outreach, Terminus, Alyce, Bizzabo, and Syncari

#### **Sr. Enterprise Marketing Manager** (Promoted to Senior in March 2021)

SEPTEMBER 2019 – JULY 2021

**Responsible for leading a team focused on the GTM strategy for our enterprise segment.**

- Pivoted entire 2020 marketing strategy into a coordinated digital effort, launching a crucial industry data thought leadership campaign and influencing an average of \$3.4M in pipeline per quarterly virtual event.
- Developed, measured, and iterated upon an account based marketing strategy that accelerated pipeline, drove new demand, and consistently expanded reach into our target accounts. In 2020 51.9% of enterprise bookings involved ABM campaign work, which led the enterprise sales team to beat bookings goal by 55%.
- Led strategy for outbound BDR initiatives; optimized campaigns and coached reps to ensure they exceeded productivity goals—BDR team individually exceeded all goals and collectively hit 116% of goal as a team for 2020.



- Built overall content strategy and partner with the events team to execute meaningful and productive experiences for Enterprise-level executives that advance pipeline (over \$18M influenced to date) and further establish our brand in the space.
- Enable executive, sales, and customer success teams with the creation of industry thought leadership, case studies, educational content, and other targeted content.

## Marketing Program Strategist

NOVEMBER 2017 – SEPTEMBER 2019

**Responsible for building the mechanisms to stand up the first successful ABM implementation at WebPT.**

- Served as a Salesforce administrator, building ABM processes and tracking mechanisms into our existing CRM instance.
- Launched Executive Summit thought leadership event series that has become the backbone of WebPT's enterprise GTM strategy—first event in 2018 influenced over \$1.2M in pipeline.
- Build productive relationships with Sales and Success teams to establish the groundwork for a successful ABM program.
- Work closely with Demand Generation/Content and Product teams to build libraries of relevant, impactful content.
- Develop strategic account lists based on product/market fit, targeted verticals, and pipeline goals.

## REDIRECT HEALTH / ARROWHEAD HEALTH

## Marketing Manager

JANUARY 2016 – NOVEMBER 2017

**Responsible for support and oversight of all marketing initiatives for the company.**

- Developed, implemented, and measured creative, engaging, and high-performing campaigns for a wide array of audiences and demographics—from Medicare patients to business owners.
- Created company's (Redirect Health) official branding standard and communications guide, actively managed and audited for consistency.
- Served as Editor in Chief for the organization's magazine, Healthstyle (20k issues distributed quarterly).
- Led a team of content, social, and design employees.
- Served as the system administrator for Salesforce platform used to track core business functions.
- Led public relations vendors and strategy to deliver successful PR campaigns.
- Coordinated company mixers, events, and parties.

## Project Manager

JULY 2012 – JANUARY 2016

Responsible for major promotional and operational initiatives for the organization. This included overseeing the promotion of new store openings, developing a physician referral network (with associated KPIs and systems), building the launch strategy for a self-funded insurance platform (now known as Redirect Health), and leading a team focused on business development, internal communications, and clinical quality reporting. *(Promoted from Marketing Associate in January 2014)*

## EDUCATION

### NORTHERN ARIZONA UNIVERSITY

## Bachelor of Science in Business Administration, Marketing Major

GRADUATED MAY 2011

- Graduated on the Dean's List
- Certification in Promotion and Marketing Communication
- Certification in Customer Service

