

# Tugrul Uzel

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## Revenue Operations Director

As a dynamic leader in Revenue Operations, I bring a proven track record of aligning go-to-market strategies with business objectives to drive sustainable growth and operational excellence. With deep expertise in optimizing sales processes, forecasting accuracy, and pricing strategy, I ensure that revenue teams perform at their best. I collaborate cross-functionally with sales, marketing, and post-sales teams, using data-driven insights to streamline workflows and implement strategic initiatives that scale. My leadership in tech stack optimization and change management has enabled organizations to increase win rates and shorten deal cycles. Focused on continuous improvement and high-performance culture, I'm dedicated to delivering measurable results that support long-term revenue growth. **Proven expertise in:**

- Strategic Planning & Forecasting
- Process & Efficiency Improvement
- Team Leadership & Support
- Revenue & Profit Growth Initiatives
- Pricing Initiatives
- Cost-effective Measures
- Data Driven Metrics and Reporting
- Risk Assessment & Mitigation
- Problem Resolution
- Change Management

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## PROFESSIONAL EXPERIENCE

Rossum, Luxembourg

### Director of Revenue and Data Operations, 2023 to present

Leading Rossum's Revenue and data operations teams to ensure GTM teams are performing inline with the company objectives and increase efficiency. Reporting directly to the Chief Sales Officer, I collaborate closely with sales and post-sales teams to optimize processes and outcomes. Key responsibilities include refining ideal customer profiles (ICP), improving forecasting, enhancing the sales process, leading pricing initiatives, and overseeing tech stack consolidation projects. With a focus on maximizing team performance and operational effectiveness, I contribute to strategic initiatives that build the GTM foundations and support the company's growth.

#### **Key Contributions:**

- Revamped Sales and SDR process to reduce deal age from 130 days to 90 days
- Changed prospect qualification criteria to increase win rate from 13.5% to 21.3%
- Implemented Key Metrics and KPIs glossary, created metrics and dashboards tree to be implemented and align company around overall KPIs
- One of the main drivers for the Pricing project – revamp the existing pricing, find a new value metric, move pricing to new tiered pricing, and roll-out successfully.
- Build partner operations and partner ecosystem with Head of Partner channel

Talkwalker, Luxembourg

### Operations Manager, Tech OPS, 2018 to 2023

Managing Talkwalker's Tech Ops team that is charged with helping leaders in the company optimize the way that Talkwalker operate the business. Trusted advisor to the CSO and CCO to drive and track the business under a data-driven approach, interpreting KPIs and providing recommendations. Formulate

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and deliver reports on Conversion rates, revenue planning and forecasting, including new deals, renewals, and upsells via Salesforce, Gainsight, Salesloft, Tableau and other tools. Partnering effectively across various parts of the business (Marketing, Sales, CSM, Finance, Enablement) to drive insights for the business

**Key Contributions:**

- Won Team Player of the year award in 2020
- Improving time to first deal from 9 months on average to 3 months on average
- Implementation of Gainsight – two data sources, Health Score and Customer Journey definitions
- Won employee of the month award for displaying strong work ethics and dedication towards work.

Facebook (CPL), Dublin

**Team Leader, 2015 to 2016**

Headed a team of 14 IP analysts daily to deliver support and ensure adequate management. Met service level agreements related to quality and response time while establishing new processes to assure SLA improvement. Administered all on-boarding paperwork for access and permissions, including provisioning. Served as a point of contact for all HR associated issues for CPL team as well as organised and delivered the vendor orientation training to build staff capacity. Presented reports based on response time and detail performance of the team.

**Key Contributions:**

- Reduced the reply time from 48hrs to 26hrs through the execution of effective measures.
- Successfully improved operational quality from 90% to 96% by launching a new product support with four new representatives.
- Significantly reduced the average response time from 48 hours to 18 hours.
- Employee of the month award for the best response time and quality

*Additional experience as IP Analyst (2014 to 2015) for CPL/Facebook, as Sportsbook Manager (2013) for GVC Holdings, as VIP Account Manager (2012 to 2013) for GVC Holdings, as Affiliate Manager (2010 to 2011) for Sportingbet PLC, as VIP Account Specialist (2009) for Sportingbet PLC, as Customer Service Representative (2008 to 2009) for Sportingbet PLC*

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**EDUCATION & CERTIFICATES**

**Bachelor's Degree – Business Information Systems with Cloud Computing**  
Dublin Business School, Dublin

**Tableau Desktop Specialist – Issued June 2020**

**Gainsight Administrator Certification – Issued July 2020**

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**TECHNICAL SKILLS**

- Certified **Tableau** Desktop Specialist
- **Salesforce** Admin
- Experience with Salesloft, Zoominfo, Gong, LeanData, Gainsight