

MELODY SHIEH

Strategy & Operations | melodyshie.com | shieh.me@gmail.com

PROFESSIONAL SUMMARY

Sales strategy and operations leader with experience leading strategic initiatives to inform go-to-market strategy for high-growth tech companies. Known for partnering with sales executives, executing go-to-market strategies, and tracking operational performance.

SKILLS

Sales Strategy and Operations	Strategic Planning	Team Leadership	Executive Presentation Skills
Business Strategy and Operations	Go to Market Strategy	Data Analysis	Strategic Advisor

EXPERIENCE

Papa Pal (*healthcare startup w/ 700 employees, offers gig-economy companionship for the elderly*)
Business Strategy & Operations Manager

Bay Area, CA
2023 – Present

- Developed business cases for Papa’s executive team on long-term strategic bets and product roadmap to facilitate decisions on future revenue lines and service offerings in biannual ELT planning
- Acted as sales strategy and operations partner to the Chief Commercial Officer (oversees sales and marketing)
- Informed go-to-market strategy by analyzing and synthesizing findings on Papa’s total and serviceable addressable market in Medicare Advantage (core business line with 90% of revenue); consulted healthcare actuaries for macroeconomic trend assumptions and impact
- Developed and matured sales operational processes including: go-to-market strategies, account prioritization, client staffing models, Salesforce enhancements, territory planning, forecasts, deal reviews, and established best practices for sales policies/account disputes

Salesforce

San Francisco, CA

Manager – Sales Strategy & Ops (AMER Manufacturing Vertical 2020 – 2022, CBU Central 2019 – 2020)

2019 – 2022

- Conducted strategic projects (w/ team of four analysts) on verticalizing the AMER sales organization and presented synthesized recommendations, disruption analysis, and implementation plans to sales leadership
- Informed go-to-market account policies and executed GTM decisions in the territory deployment and annual planning cycle for AMER’s MFG industry vertical & New Logos, an increasingly prominent component of overall GTM strategy and North AMER success pillar
- Assessed the NL business current state support model and presented synthesized operational challenges and recommendations to CBU COO, resulting in the addition of an executive sales leader, manager, and 2 analysts to support
- Developed business reviews & forecasts for sales EVPs/SVPs & monitored overall health and trajectory of the business

LinkedIn

San Francisco, CA

Global Sales Strategy & Operations Associate – Customer Success

2018 – 2019

- Developed post-sales strategy, provided operational support, and implemented process improvement initiatives across LinkedIn’s Global Customer Success Organization (450+ employees)
- Evaluated LinkedIn’s customer management model, established Salesforce data governance processes, conducted annual headcount/capacity planning, and developed a scalable organizational structure for the customer learning team

Alvarez & Marsal

San Francisco, CA

Consultant – Corporate Performance Improvement

2016 – 2018

Led strategy and operational improvement engagements for national CPG-retail and healthcare clients and facilitated implementation to deliver superior results. Promoted to Consultant from Analyst May 2018. Select experiences:

- **Corporate Strategy and Development – Customer Experience**
 - Conducted an objective assessment of a \$10B National Healthcare Provider’s Western Division outpatient care scheduling function and provided recommendations for a future, consolidated contact center location
 - Developed an incentive compensation plan for the client’s ~1,000 contact center agents by identifying key performance metrics that would drive desired behaviors and produce the best customer experience
- **Corporate Transformation**
 - Supported a \$60B national healthcare provider and insurer with an IT transformation from an infrastructure delivery to an outsourced “as-a-service” business model
 - Identified an annual savings opportunity of \$472.1M (~35%) by determining cost drivers and duplications between capital, vendor, and staffing spend within the client’s service delivery model
 - Delivered project charters for 17 transitional initiatives including resources, success metrics, and cost/benefit analysis
- **Organizational Leadership**
 - Developed a future-state organizational structure that leveraged cross-functional capabilities and streamlined the IT service delivery approach for a leading national healthcare provider and insurer

- **Operational Improvement – Process Improvement, Procurement, and Network Optimization**
 - Streamlined the strategic budgeting, financial forecasting, and vendor management processes for a nonprofit, dentistry organization and developed a 3-year TCO forecast and scenario modeling tool
 - Sourced the 3rd largest direct spend category for a national school lunch provider and managed the RFI, RFP, product testing, supplier negotiations, and term sheet process
 - Achieved \$1.4M in annual cost reduction off \$10.9M addressable spend and increased DPO by 14 days, enabling the client to achieve profitability for the first time in 10 years
 - Modeled the transportation network of the nation's 2nd largest fresh produce processor and conducted a greenfield opti-site selection for a new manufacturing facility location that reduced network costs by \$6.1M and represented a core part of the client's 5-year growth strategy

EDUCATION

University of California, Berkeley – Walter A. Haas School of Business

Berkeley, CA

Bachelors of Science in Business Administration

2012 – 2015

- GPA: 3.7, Dean's Honors List

PERSONAL

- Conversant in Mandarin Chinese
- Urban gardener & amateur cookbook writer