

# WILLIAM MAU

SCHENECTADY, NY 12306

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## PROFESSIONAL SUMMARY

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Data-driven operations and revenue leader specializing in strategic transformation, system optimization, and scalable growth. Proven ability to diagnose complex business challenges and deliver technology-driven solutions that improve sales velocity, enhance data integrity, and reduce manual workloads. Experienced in Salesforce administration, Pardot, AI, and process automation, with a track record of building reporting frameworks and dashboards that provide actionable insights for executive decision-making. Recognized for leading cross-functional teams globally, fostering collaboration between Sales, Marketing, Finance, and Product, and driving sustainable organizational change.

## EXECUTIVE COMPETENCIES

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- Strategic Planning & Vision
- Tactical Analysis & Decision Making
- Technology & Systems Integration
- Risk Management
- Talent Development & Coaching
- Cross-Functional Collaboration
- Organizational Transformation
- Executive Leadership
- Change Management
- Negotiations & Stakeholder Management
- Performance Metrics & Reporting
- Revenue Operations
- Project Management

## WORK HISTORY

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05/2021 to Current Vice President of Operations

TalentSmart, Inc – San Diego, CA

- Led revenue operations strategy by reengineering Salesforce and Pardot workflows, eliminating 87% of funnel bottlenecks, increasing sales velocity, and improving forecasting accuracy for executive decision-making.
- Developed and implemented performance dashboards in Salesforce to track pipeline health, win rates, and rep performance, equipping sales leadership with actionable insights that guided strategic investments.
- Implemented AI and process automation to streamline quoting, onboarding, and reporting, enabling measurable productivity gains while maintaining high data quality and compliance standards.
- Designed and launched an enterprise-wide SharePoint intranet, centralizing resources and improving cross-team collaboration across Sales, Marketing, and Client Success.
- Directed IT infrastructure improvements, including migration from Google Cloud to Microsoft 365 and server transition from Codero to Azure, strengthening scalability, security, and system uptime.
- Oversaw enterprise technology, data privacy, cybersecurity, and contract management, ensuring compliance, reducing risk, and protecting organizational integrity.

03/2018 to 05/2021 **Senior Sales Manager**

**Cengage Learning** – Boston, MA

- Directed sales operations strategy and channel realignment, driving sustained revenue growth through improved segmentation, territory planning, and customer engagement in B2B markets.
- Led enterprise-wide Salesforce implementation, delivering a 10x increase in productivity within six months by automating workflows, improving data integrity, and standardizing reporting.
- Built KPIs, reporting frameworks, and compensation models that aligned sales behavior with strategic growth goals, improving accountability and transparency across the revenue cycle.
- Created data-driven performance dashboards that enabled leadership to analyze funnel health, win rates, and sales rep performance, supporting executive decision-making.
- Developed scalable onboarding and enablement programs, reducing new hire ramp time from eight months to four weeks and accelerating time-to-revenue.
- Partnered cross-functionally with Marketing and Product teams to integrate campaign and product insights into sales planning, enhancing pipeline quality and customer satisfaction.

01/2014 to 03/2018 **Sales Manager**

**Charter Communications** – Albany, NY

- Spearheaded sales process optimization, increasing overall sales metrics by 9% and reducing customer handle times, significantly improving productivity and customer experience.
- Designed and implemented a highly effective peer mentorship program, elevating team-wide sales performance and consistently achieving top-ranked metrics within the enterprise.
- Transformed leadership onboarding process, significantly reducing leader ramp-up time, improving retention rates, and strengthening the organization's leadership pipeline.
- Directed strategic initiatives to redefine enterprise-wide sales workflows, enhancing reporting accuracy, accountability, and sales team effectiveness through improved analytics and reporting frameworks.
- Cultivated a results-driven culture, consistently achieving top-tier performance by motivating teams, setting clear expectations, and fostering high-performance sales leadership.

05/2013 to 01/2014 **Operations Manager**

**TJX Corporation** – Albany, NY

05/2013 to 01/2014 **Executive Team Leader**

**Target Corporation** – Albany, NY

09/2010 to 05/2013 **Social Studies Teacher**

## VOLUNTEER

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- 05/2024 to Current **Board of Education**  
**Schalmont Central School District** – Schenectady, NY
- Contribute to strategic decision-making, budgeting oversight, and educational governance.
- 04/2024 to Current **Committee Chair**  
**Scouting America BSA** – Schenectady, NY
- Lead strategic planning, adult leader development, and community engagement initiatives.

## CERTIFICATIONS

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Salesforce Administrator Certification  
New York State Teachers Certification  
Mastering Emotional Intelligence Level 1 & Level 2 Certification

## EDUCATION

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- Master of Arts: History**  
**University At Albany** - Albany, NY
- 4.0 GPA
- 05/2007 **Bachelor of Arts: History Teacher Education**  
**The College of Saint Rose** - Albany
- 3.6 GPA