## Chris Mirras

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#### Sales and Operations Strategist

**Sales and Operations Planning / P&L Responsibility / Strategy Management / Global Business Development Distributed Technologies / SKU Level Profitability / Territory & Quota Control / Financial Planning & Reporting**

Sales and operations strategist who grows companies through performance management initiatives, bridging sales, operations, finance and IT gaps. Assist CROs & VPs increase sales by analyzing customer and product segmentation, support territory and quota growth, ultimately aligned to incentive compensation plans. Supports operations demand plan through finished goods to consumer by providing effective supply chain management and optimization for increased customer retention.

Executive strengths include:

* Bridging big data to analytics supporting enterprise wide business decisions
* Effectively overcoming sales, operations, and technology roadblocks
* Successfully building long-term, internal and external business relationships
* Established strong off-shore support teams and allocate workforce to increase margins and profitability
* Applying effective incentive management to boost results and performance

**MBA**, in Global Finance, California Lutheran University. **BA** in Economics and Finance from California State University.

### Selected Accomplishments

* **Increased new account opportunities by 3x.** Realigned sales and delivery. Reduced cycle times 30% and expedited decision processes. Engaged higher margin accounts. Improved customer satisfaction to 80%.
* **Grew client base 75%, by expanding client subscriptions.** Built new servicing processes for 600 subscribers in 26 accounts. Made clients self-sufficient after initial sale. Plan translated to a 30% revenue increase.
* **Improved CPM technology adoption by 100%.** Provided CPM for sales, operations, and financial horizontals, growing million dollar companies into billion dollar organizations. Clients claimed 20% annual sales increases.
* **Mitigated operational risk, optimizing profitability.** Built and managed pre- and post-sales CPM initiative sales. Grew organization to an $8M global practice. Optimized profitability with 3-5% gross margin increase.
* **Secured tens of millions in improved inventory turns.** Established demand through inventory planning, reporting and consolidation systems. Increased sales, supply chain and operations results.
* **Dramatically improved information visibility to customers, closing multiple service sales.** Demonstrated CPM solutions to Fortune 1000 companies. Revolutionized client mentoring and secured many $300K sales.
* **Built one of the 1st online insurance companies to become sought after acquisition.** Structured company to support 60 agents. Aligned data requirements and submissions. Set competitive price banding.

### Career History

**Senior Practice Manager**, ProKarma, Inc., 1/18 to Present. Responsible for P&L and the direct management of a team of 12 specialized, enterprise performance management consultants. On target to exceed $3.5M annual goal.

**Principal Business Partner**, Anaplan, 2/16 to 12/17. Managed 26 Western Region accounts with a Total Contract Value of nearly $8M. Led external service partners and internal team, who controlled technical account management.

**VP & Director of Global Performance Management**, Alpha Performance Management, Inc., 7/08 to 12/15. Managed the delivery of products as a senior officer. Led high performance team of six. Held P&L responsibility.

**Director of Global Performance Management**, CBH Consultants, LLC, 4/04 to 6/08. Built and managed a $3M Western Region practice, emphasizing financial services, healthcare, medical manufacturing, and associated verticals.

**Prior Experience: Senior Solutions Architect & Enterprise Performance Manager**, IBM / Cognos. **Engagement Manager & Director**, Oracle / Hyperion. **VP Decision Support and BI Technologies / CIO**, Alliance United Insurance. **1st VP Financial Operations & Decision Support Systems**, Countrywide Funding Corporation.