

# Matt Rosier

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Revenue Operations leader with experience building forecasting, reporting, compensation, and GTM operating infrastructure in complex B2B SaaS and recurring-revenue businesses. Trusted partner to CROs and executive teams on sales planning, performance visibility, and decision-making in high-growth, PE-backed environments.

## WORK EXPERIENCE

### Enlyte

**Director, Revenue Planning & Analysis**, Remote — September 2022 - December 2025

*Claims management and cost-containment platform serving the property and casualty insurance market; \$1.7B in revenue and 1,000 customers.*

- Built reporting and analytics to improve revenue visibility and forecast accuracy across four product lines, using volume-based models tied to operational KPIs, whitespace analysis, cross-sell visibility, and sensitivity testing.
- Architected and governed a centralized revenue data ecosystem integrating Salesforce, billing, and operational systems to create a single source of truth for customer-level revenue reporting and executive scenario analysis.
- Designed lifecycle and retention frameworks to identify churn risk, expansion readiness, and revenue acceleration opportunities, contributing to a 12% improvement in in-year revenue conversion and creating clearer performance tracking across GTM teams.
- Delivered executive and board-level reporting on pipeline risk, forecast performance, revenue drivers, and growth scenarios, translating complex assumptions into clear narratives to improve forecast confidence and support investment decisions.
- Led a bottoms-up revenue planning process across Sales and Customer Success for 500+ enterprise accounts, using account-level diagnostics and scenario modeling to refine assumptions around retention, upsell, product mix, and forecast risk.
- Redesigned sales compensation plans and administration in partnership with Sales, HR, and Finance leadership, improving alignment to business priorities, payout transparency, and auditability while reducing processing time from 6 weeks to 2 weeks.
- Built commission trackers, calculators, controls, and exception-handling workflows to standardize compensation administration, reduce disputes, and improve policy compliance.

### Diligent

**Senior Manager, Sales Operations**, Washington, DC — December 2016 - September 2022

*Governance, risk, and compliance (GRC) SaaS company serving enterprise customers globally; used by most Fortune 1000 companies.*

- Partnered with the SVP of Operations to design and build foundational revenue operations infrastructure, including CRM governance, pipeline management frameworks, and scalable GTM reporting systems to support growth from \$200M to \$700M in ARR.
- Helped support the shift from point-solution selling to a broader platform motion by aligning ICPs, industry segmentation, and GTM planning across 10 key verticals.
- Led weekly pipeline and forecast reviews leveraging CRM and BI dashboards to assess pipeline coverage, stage conversion rates, deal velocity, and forecast accuracy, identifying risks, driving accountability, and improving visibility into field performance.
- Standardized opportunity stage definitions, pipeline hygiene rules, and CRM workflows in Salesforce to improve forecast reliability and create a scalable foundation for global GTM reporting.

- Re-architected core GTM reporting frameworks by implementing a BI tool (Domo) that integrated CRM, marketing, and product data into unified dashboards, enabling near-real-time visibility into funnel metrics and revenue outcomes while driving adoption across 20 sales teams worldwide.
- Directed global annual sales planning and territory design for 250 sellers, aligning coverage models, quota allocation, and capacity planning with ARR growth targets and linking operating choices to expected revenue outcomes.

## **Blackboard**

**Senior Manager, Financial Planning & Analysis**, Washington, DC — February 2016 - December 2016

- Led financial reporting and budgeting for a \$100M SaaS portfolio, developing monthly forecasts, key performance indicator dashboards, and variance analysis to support strategic growth and operational decision-making.
- Presented monthly forecasts and business performance updates to the CFO and BU leaders, using scenario analysis to inform prioritization and planning decisions.

**Manager, Financial Planning & Analysis**, Washington, DC — April 2013 - February 2016

- Partnered with Sales and Customer Success to model renewal forecasting, institutional retention, and expansion dynamics across the K-12 product portfolio, translating operational drivers into financial impact for planning and performance measurement.

## **NetApp**

**Senior Financial Analyst**, McLean, VA — February 2011 - April 2013

- Supported forecasting, planning, and business analysis for NetApp's Public Sector business, using financial modeling, variance analysis, and executive reporting to help leaders evaluate performance, budget tradeoffs, and growth opportunities within a large enterprise technology portfolio.

## **Raytheon**

**Senior Financial Analyst**, Reston, VA — March 2009 - February 2011

## **EDUCATION**

University of North Carolina at Asheville  
Bachelor of Science, Atmospheric Sciences

## **SKILLS & TECHNOLOGIES**

**Skills:** Revenue Operations Leadership, Forecasting & Revenue Predictability, Pipeline Management, Renewals & Expansion Analytics, Customer Lifecycle Operations, GTM Systems Governance, Sales Compensation, Annual Planning, Quota & Capacity Modeling, SQL, Python

**Tools:** Salesforce, HubSpot, Gong, Marketo, Domo, Looker, Tableau, Power BI, Alteryx, Adaptive, NetSuite, Xactly, Spiff