



Role	GTM Operations Manager
Team	Partnership Team
Reports to	General Manager (North America)
Line Manages	N/a
Location	Home Based / United States

About the Role

The **GTM Operations Manager** owns the systems, processes, and data infrastructure that power both our direct revenue engine and our partner-led strategy.

This role blends Revenue Operations and Partner Operations—you'll serve sales, marketing, customer success, and partnerships with equal priority. You'll be the single owner of our GTM tech stack, ensuring our CRM, partner relationship management, and conversation intelligence tools actually deliver on their promise. You'll enforce data hygiene, build attribution models, surface performance insights, and create the reporting infrastructure that lets leadership make fast, evidence-based decisions.

You won't just administer systems—you'll use data to observe patterns, identify friction, and drive operational improvements across the entire commercial function. You'll also own the development of deal optimization tooling and policies (ROI modelling, deal packaging, discount governance) that help sellers close faster and protect margin.

What You'll Own

Systems Administration & Configuration

- Own HubSpot CRM administration end-to-end—workflows, properties, pipelines, integrations, user permissions, and data governance—ensuring system configuration reflects commercial policy and lifecycle requirements
- Build and maintain lifecycle workflows from lead through renewal, ensuring seamless handoffs between marketing, sales, and customer success
- Configure and deploy automation for lead routing, follow-up sequences, deal stage progressions, and data enrichment

- Manage Kiflo (partner relationship management platform) for deal registration, partner attribution tracking, and reseller enablement
- Administer Gong for conversation intelligence and sales coaching insights
- Ensure system configurations support business process requirements across direct and partner-led revenue motions

Data Integrity & Attribution

- Enforce data hygiene standards across all GTM systems—own the process that keeps our data clean, complete, and usable
- Build and maintain attribution models that connect marketing activity → leads → partner-influenced opportunities → closed revenue
- Track and report on partner-influenced vs. direct pipeline, ensuring accurate revenue attribution across both channels
- Create dashboards and reporting infrastructure that surface real-time performance metrics for sales (direct and partner-led), marketing, customer success, and partnerships
- Ensure deal records and pipeline data are commercially accurate and complete before handover to Customer Success and Finance—clean data in the CRM is the single source of truth for downstream operations

Performance Reporting & Analysis

- Produce regular reporting on pipeline health, conversion metrics, partner engagement, and revenue performance
- Identify trends, bottlenecks, and opportunities for improvement through data analysis
- Support leadership decision-making with ad-hoc analysis and scenario modeling
- Translate raw data into actionable insights for non-technical stakeholders

Deal Optimization & Commercial Excellence

- Develop and maintain deal optimization tooling that helps AEs close faster and protects margin—ROI calculators, deal packaging frameworks, and pricing scenario models
- Own discount governance policies and processes, ensuring consistent application across direct and partner-led deals
- Build and refine deal scoring or prioritization models that help sellers focus on the highest-value opportunities
- Partner with sales leadership to identify late-stage deal friction and develop operational solutions that improve win rate and sales velocity

Lifecycle Optimization & Process Improvement

- Enable sales (direct and partner-led), marketing, customer success, and partnerships through optimized systems and workflows
- Identify and implement process improvements that reduce manual work, improve data capture, and eliminate friction across the customer journey
- Partner with cross-functional teams—including Finance—to understand workflow pain points and translate them into system enhancements, ensuring GTM process changes don't create downstream operational friction
- Document system configurations, workflows, and best practices for team enablement
- Stay current on platform updates and new features that could improve team efficiency

What You Bring

Required

- **4-7 years of experience** in GTM operations, sales operations, marketing operations, or a similar role
- **Deep HubSpot expertise**—you've administered it, customized it, integrated it, and used it to solve real business problems
- **Demonstrated ability to use tooling to observe, report on, and improve business operations**—you're not just maintaining systems, you're leveraging them for operational insight and impact
- Experience managing CRM data quality at scale—you understand why clean data matters and how to enforce it without becoming a bottleneck
- Strong analytical mindset—you're comfortable with data, metrics, dashboards, and translating findings into recommendations
- **Self-sufficient and resourceful**—you know how to learn new tools quickly, leverage AI/automation, and figure things out without excessive hand-holding
- Excellent communication skills—you can explain technical concepts to non-technical stakeholders and build credibility with cross-functional leaders
- Comfort with ambiguity and building operational infrastructure on top of existing tools—the tech stack is in place, but the measurement, attribution, and process layer needs to be built from the ground up

Bonus

- Experience with Kiflo, PartnerStack, or similar partner relationship management platforms
- Familiarity with Gong, Chorus, or conversation intelligence tools
- Background supporting both direct sales and channel/partnership go-to-market motions
- Experience in B2B SaaS, particularly in mid-market or enterprise sales environments
- Technical skills in SQL, API integrations, or workflow automation tools (Zapier, Make, etc.)

What Success Looks Like

First 90 Days

- Full ownership of HubSpot and Kiflo administration with documented processes
- Clean, reliable data feeding into all key dashboards and reports
- Partnership attribution model built and tracking marketing → partner pipeline → revenue
- Strong working relationships established with sales, marketing, partnerships, and CS leaders

6-12 Months

- GTM systems humming smoothly with minimal firefighting—teams trust the data and use it to make decisions
- Clear visibility into what's working across direct and partner channels, with regular reporting cadence established
- Measurable improvements in data quality, process efficiency, and time-to-insight for leadership
- You've identified and implemented at least 2-3 meaningful process improvements that removed friction or improved conversion rates
- Deal optimization tooling (ROI models, packaging frameworks, discount governance) deployed and actively used by sellers

Why This Role Matters

Evaluagent is executing a deliberate shift from geography-based sales to a dual-motion GTM model that generates revenue through both direct sales and

partner-influenced channels. This strategy only works if we can measure it—if we know which partnerships are generating pipeline, which marketing activities are converting, where direct and partner motions intersect, and where to double down vs. pull back.

That measurement and operational layer doesn't exist today. The tools are in place—HubSpot, Kiflo, Gong—but the cohesive operational infrastructure that ties them together, enforces data quality, enables attribution, and powers deal optimization doesn't. You'll build it.

This isn't a "keep the lights on" operations role. You're building the foundational infrastructure that allows both revenue motions to scale without chaos. You'll serve sales, marketing, customer success, and partnerships with equal priority and sophistication.

You'll work directly with the General Manager of Partnerships (who you'll report to) and collaborate closely with the heads of Sales, Marketing, and Customer Success to ensure systems, workflows, and attribution models serve the entire commercial function across the full customer lifecycle.

If you're someone who gets energized by building order from ambiguity, who sees clean data and smart tooling as a competitive advantage, and who wants to own the operational backbone of a scaling dual-motion GTM strategy—this role is for you.

About Evaluagent

Evaluagent is a workforce engagement management platform that helps contact centers improve agent performance and customer experience through AI-powered quality management. We work with mid-market and enterprise organizations across financial services, gaming, travel, hospitality, and e-commerce.

We're a remote-first company with team members across the US and UK, backed by a strategy to scale through partnerships with leading CCaaS platforms and resellers.