

PATRICIA BRODER

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BUSINESS AND SALES OPERATIONS MANAGER

Accomplished business operations professional experienced in revenue analytics, sales support, business process optimization and compliance. Highly skilled in data analysis, and deriving actionable insights to achieve revenue, signings, and expense plans. Experienced at working in highly matrixed global technology company.

SKILLS & PROFICIENCIES

**Process Improvements | Data/Predictive Analytics | Financial Reporting | Forecasting
Project Management | Data Automation | Expense Management | Agile Practices**

Technical: Excel (Macros), Word, PowerPoint, Cognos, IBM Bi Tools, Lotus Notes, Salesforce

HIGHLIGHTS

- People analytics report automation
- Headcount and expense reporting and management
- Process implementation and improvement
- Data analytics with actionable insights
- Sales forecasting and KPI tracking and analysis

PROFESSIONAL EXPERIENCE

IBM CORPORATION

Business Operations Manager, Cognitive Applications 2017 – 2019

- Led implementation of people analytics tool that automates non-static view of 1,000+, output quantifies monthly cost and impact of talent by product with operational time savings of 20%.
- Automate organization's headcount dynamics reporting with operational cost savings of \$517K.
- Develop predictive cost models to identify savings enabling achievement of \$70M expense plan.
- Project Manager for Watson IoT Early Professional Program, on-boarding 100 new hires. Create and manage business requirements by skill, timing and role, while managing program funding.
- Manage internal end-user license procurement program, ensuring 100% audit compliance.
- Implement new reporting solutions on KPIs and mentor team on report efficiencies.
- Translate analytical findings into actionable solutions, present recommendations to leadership.

Services and Deployment Manager, Safer Planet Services 2014 - 2016

- Created management system to improve consulting team's low billable utilization, resulting in bench time reduction of 10%.
- Identified revenue generating opportunities and help manages backlog progression of deals.

Sales Operations Manager - US Teams, IBM Sales Support 2013 – 2014

- Acted as trusted advisor to client facing Sales Leaders in support of revenue, profit and growth objectives. Provided data analytics to support and explain every stage of their business from pipeline and market intelligence to revenue recognition.
- Managed full scope of forecast process including running scrum meetings with sellers, consolidating/validating deals by sales stage and adhering to corporate requirements.

IBM CORPORATION (Continued)**Services Operations Manager, IBM Sales Organization****2010 – 2013**

- Managed operations of 15 Business Development Execs, including monthly account reviews, employee development, and progression of large services deals pipeline waterfall.
- Executed Long Term Services & Strategic Outsourcing business model into US Sales Organization.

Operations Team Leader, IBM Software (SWG) Group**2004 – 2010**

- Global forecast coordinator for IBM Software business.
- Managed SWG pipeline reporting by region, brand and sales stage.
- Mentored peers, providing a positive example that embodied passion and enthusiasm for my work.

IBM Branch Office and Headquarter Positions

Business Controls, Commissions, Expense Management, Accounts Receivables, Operations Team Leader of 15 Customer Relationship Support Representatives

EDUCATION

Bachelor of Business Administration (BBA), Iona College, New Rochelle, NY

PROFESSIONAL DEVELOPMENT

Agile @IBM Explorer

Red Hat

Human Resources in a Cognitive Era

Workday @IBM Overviews

Salesforce

PROFESSIONAL ACHIEVEMENT

Northeast Area Leadership Award, Branch Manager's Award, Watson IoT and Peer Thank You Awards, Consistent highly rated performer