

Donny Medeiros

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PROFESSIONAL EXPERIENCE

Global Channel Analyst and Strategy C&K Switches

2019-Present
Waltham, MA

Manage sales operations and analysis supporting the sales management team. Authority on the use of business warehouse reporting functionality responsible for data integrity, extraction from multiple sources and turning the data into actionable insights.

- Collaborate with cross-functional teams for a successful launch of Salesforce CPQ and Salesforce Partner Community specifying needs, developing user acceptance testing and production launch
- Created a Tool Guide that contains instructional videos and user manuals used in training roll outs of Salesforce CPQ and Salesforce Partner Community
- Meet with stakeholders to develop metrics and key performance indicators to understand potential business risks and opportunities
- Developed metrics to identify opportunities or risks relating to Covid-19 and China Section 301 Tariffs
- Tasked with a market expansion strategy in the Americas by leading inside sales team and working with key stakeholders to drive growth
- Responsible for administration of Salesforce including CPQ and Partner Community. User account maintenance, establishing and maintaining workflows, executive reports, and dashboards. Working with partners to specify business needs
- Maximize Salesforce tools working with sales and marketing to drive leads into opportunities
- Implemented web scraping reporting as part of the churn and business loss analysis providing statistics and recommendations for retention and/or business recapture
- Use Salesforce to identify productivity and sales trends across the region and use insight from reporting to create and drive growth and recovery strategies

Senior Business Analyst C&K Switches

2018-2019
Waltham, MA

- Designed and implemented a new, more effective commission reporting and processing to our channel partners, improving accuracy and increasing sales operations productivity
- Developed forecasts utilizing feedback from regional managers and inputs from historical data, market trends, new product introductions, sales activity, POS and inventory provided by channel partners
- Support annual sales budget development; collect, verify, and analyze budget data. Work with key stakeholders in preparation of budget files, prepare reports for budget review meetings and development of the Americas budget analysis and presentation package
- Review analyst reports, market research and create reports that synthesize information collected to gain insight into marketing trends, opportunities, new products, and pricing
- Use Salesforce to quantify and provide analytics of the health of the sales pipeline
- Able to articulate in monthly S&OP meetings to present forecast projections, explain inputs, and reconcile gaps between forecast and sales estimates

Sales Operations Analyst
Ledvance, LLC (Carve out from OSRAM SYLVANIA)

2015-2017
Wilmington, MA

Managed sales operations and analysis for specific channel/customer groups. Maintained sales forecasts, tracked sales budget, and lead special projects focused on process improvement including a JDA upgrade. Defined and documented business processes. Created and presented KPIs, reporting and analysis to relevant stakeholders. Support sales professionals, product marketing and planners with presentations and analysis.

- Developed channel-level statistical forecasts utilizing inputs including historical data, promotional plans, new product introductions, generational transitions, sales activities, and customer provided POS data and Inventory information
- Designed and implemented a new, more effective product generation transition process, improving accuracy and increasing productivity
- Created an instructional manual for the reporting and consensus databases
- Calculated forecast accuracy metrics to identify trouble spots and stimulate actions to fix both short term and long-term issues
- Using data investigate root cause of product fulfillment issues and work with Sales, Operations and Supply Chain to address issues
- Deliver business insights to the broader organization to ensure optimal decisions are made based on the best-available data
- Provide input to the supply planning organization in developing inventory strategies on existing items, new products, and product phase-outs and transitions
- Track planned promotions quantities working with channel marketing/sales to ensure forecasts are loaded and aligned with customer needs
- Able to articulate in monthly S&OP meetings to present forecast projections, explain inputs, and reconcile gaps between forecast and sales estimates

VOLUNTEER EXPERIENCE

Director
Toys For Joys, Inc

2009-Present
Boston, MA

Co-host annual charity event dedicated to providing toys and gifts for children, tweens, and teens in underserved communities. As board member ensure that we follow our charter and support the organizations needs. That past two years we have raised close to \$100,000 each year in charitable contributions

- Co-host charity event dedicated to providing toys and gifts for underprivileged children
- Responsible for coordinating web site design and maintenance
- Communication to audience through digital and social media
- Work with board members on best practices
- Oversee digital guest registration and ticketing process

EDUCATION & PROFESSIONAL DEVELOPMENT

Southern New Hampshire University, Manchester, NH
Master of Business Administration, Business Intelligence

Conferral expected

Northeastern University, Boston, MA
Bachelor of Science, Business Management

Fisher College, Boston, MA
Associate of Science, Business Management

SKILLS

Data driven decision-making
Advanced knowledge in Microsoft Excel and PowerPoint
Proficient in Microsoft suite of tools; Access, Outlook, SharePoint, Word
Salesforce; CPQ, Demand Tools, Pardot, Partner Community
Working knowledge in SQL, Python
Microsoft Azure Analysis Tools
Data Visualization Tools; Tableau, Microsoft Power BI
Knowledge in SAP CRM, ERP, PLP

Languages – **ENGLISH and PORTUGUESE**