

# William “Doug” Parker

Sales Technology · Salesforce Systems · Revenue Operations

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## SUMMARY

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Sales technology and operations professional who builds and scales the systems infrastructure and adoption behind revenue teams. Identified the limits of a third-party vendor and replaced it with an in-house platform, eliminating \$300K in annual cost and scaling the solution organization-wide, and turned a stalled Salesforce rollout into a trusted sales system. AI and technology native with a field-sales instinct for what teams adopt.

**Career Highlights:** \$300K annual cost cut · \$14.4M variable comp across 400+ reps · Adoption across 31 branches, 4.98/5 enablement score · Top 20 in national sales results

## EXPERIENCE

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**Pella Corporation** | Multiple Relocations | 2019 – Present

### Sr. Sales Incentive Specialist (Sales Operations & Systems)

Aug 2023 – Present

- **Eliminated \$300K in annual cost** by replacing a third-party compensation platform (Varicent) with an in-house system, wrote the business case, built the proof of concept, and led the migration with perfect payroll continuity.
- **Scaled the platform and its data infrastructure** to support growth from 65 to 400 reps and \$1.5M to \$14.4M in annual variable compensation.
- **Owned cross-functional delivery** across Sales, IT, Finance, and HR including requirements scoping, build, analytics, forecasting, and governance through go-live.

### Sales Enablement Systems Specialist

Aug 2022 – Aug 2023

- **Drove adoption of a stalled Salesforce rollout** into a trusted, org-wide CRM across franchise, specialty-dealer, and big-box networks, with reliable pipeline management and KPIs.
- **Served as the sole Sales voice in daily IT stand-ups**, translated field needs into workflow changes, roadmap priorities, and data-governance policy.
- **Designed and ran “Office Hours”**, hosting 107 one-on-one enablement sessions across 31 branches (4.98/5 impact); the format was later scaled to other digital teams.

### Sales Territory Lead

May 2021 – Aug 2022

*Portland, ME*

- **Built the region’s Salesforce pipeline dashboards** and sales analytics ahead of the enterprise rollout, later adopted nationally.
- **Player-coach for a B2B territory and 2-rep team**, won the 2021 Sales Achievement Award (Top 20 nationally, 17% regional growth, #1 results for core product sales).

### National Accounts Sales Rep

Mar 2020 – May 2021

*Portland, ME*

- **Grew the B2B installed-sales channel 24%** and hit quota with 7% category growth which was top tier of the national rep population.

### Sales Development Program

Sep 2019 – Mar 2020

*Pella, IA*

- **Selected as one of four nationally** for Pella’s competitive sales development program.

## SKILLS

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**Sales Technology:** Salesforce Sales Cloud (administration & adoption), CRM implementation, incentive compensation / SPM platforms (Varicent), systems integration, data infrastructure

**Revenue Operations:** Sales analytics, pipeline management, forecasting, reporting & governance, cross-functional delivery

**AI & Automation:** AI-assisted workflow design, process automation, prompt engineering; built hire-doug.com end-to-end with AI tooling along with other digital tools

**Enablement & Change:** Sales enablement, change management, training, CRM adoption

**Tools:** Salesforce Sales Cloud, Power BI, Power Query, Excel, Varicent, Claude, ChatGPT, Copilot, Microsoft Office

## EDUCATION

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**Texas Tech University** | B.A., Advertising (Account Management focus) | Lubbock, TX