Zavdiel Ocampo

Sales Operations | Forecasting, Pipeline Inspection, Territory, Quota & Compensation Planning

Irvine, CA | linkedin.com/in/zavdiel-ocampo

PROFESSIONAL SUMMARY

Sales operations leader with 10+ years of experience, 7+ of them in sales operations at global B2B technology companies, with a Finance degree and a start in quota-carrying sales. Designs and runs the forecast cadence, pipeline reviews, and annual territory, quota, and compensation planning that make revenue predictable for sales leadership. Advises sales and finance leaders on performance metrics and productivity, and builds AI agents for forecasting and pipeline analysis.

WORK EXPERIENCE

NetApp

Mar 2022 - Present

Sr. Sales Operations Program Manager | Remote, CA

- Sustained **95% forecast accuracy** for a full year by designing and running the weekly forecast call (commit, best case, worst case) on a global forecasting platform delivered **12 months earlier than expected**.
- Ran annual go-to-market planning with Finance and Product: territory design, quota setting, and compensation plans, including quota setup for a newly acquired business unit; audited commission payouts for accuracy.
- Cut account-planning time **40%** across **hundreds of sellers** and **$500M+ in pipeline**, and settled competing priorities among sales leaders with a phased plan that met **~80%** of their requests.
- Owned two global cross-functional programs with Sales, Marketing, Finance, and Technology: one beat its pipeline goal by **20%**, the other its recurring-revenue goal by **10%**, and both grew **50%** in dollar volume over two years.
- Designed and ran the monthly, quarterly, and annual business reviews and built the executive reporting delivered to the SVP level.
- Defined the KPIs behind forecast reliability and pipeline management; built the data models in Salesforce, Clari, Tableau, and Power BI, and LLM agents on Claude, GPT, and Gemini for forecasting, pipeline, and win/loss analysis.

Zadara

May 2019 - Mar 2022

Global Sales Operations Specialist & Salesforce Administrator | Irvine, CA

- Moved forecasting from spreadsheets to real-time pipeline visibility for a global sales organization: led requirements across Sales, Finance, and Technology, platform selection, and enablement.
- Raised rep efficiency **36%** and cut administrative workload **42%** by automating lead flows and email campaigns.
- Administered Salesforce for **100+ users globally** with bi-weekly training.

New Horizons Learning Group

May 2018 - Apr 2019

Account Executive - Cloud Specialist | Orange County, CA

- Carried quota in consultative sales of cloud training programs, from prospecting to close.

Rich Uncles REIT

Nov 2015 - Jul 2017

Real Estate Acquisitions Associate / Salesforce Admin | Orange County, CA

- Built financial models supporting **hundreds of millions of dollars** in commercial real estate acquisitions.

SKILLS

Sales Strategy & Revenue Operations: sales forecasting, pipeline management, territory design, quota setting and optimization, compensation planning, performance metrics, revenue analytics, prioritization, business cases

Tools & AI: Salesforce, Clari, Anaplan, Tableau, Power BI, Excel, Google Sheets, Gong, Salesloft; AI tools (Claude, GPT, Gemini)

EDUCATION & CERTIFICATION

B.A. in Finance, California State University, Fullerton | Student Managed Investment Fund

Salesforce Certified Administrator (earned 2020)