

# Heather Rolette

## Director, Revenue Operations and Experience Marketing

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**Revenue Operations and Event Marketing leader with extensive success in creating experiences, driving pipeline growth, and improving operational efficiency within complex, global enterprise environments.** Proven track record of optimizing and scaling \$650M+ in qualified pipeline and of managing \$25M+ event budgets. Big picture view of strengthening Customer and Partner experiences, streamlining Go-To-Market execution, and improving how sales and marketing convert event demand. Distinct strength in designing events and operating models that integrate engagement into broader GTM execution through high-touch interactions to build demand and strengthen partnerships.

### CORE COMPETENCIES

Event Management	Revenue Operations	Cross-Functional Team Leadership
Marketing Operations	Sales Enablement	Program Management
Demand Generation	Go-To-Market Strategy	Budget Management
Process Optimization	Pipeline Development	Executive Stakeholder Management

### PROFESSIONAL EXPERIENCE

#### Workday

##### Principal (Director), Program Management & Optimization, Revenue Operations

2021 – Present

Orchestrated the strategic revenue architecture and global go-to-market (GTM) execution as the connective tissue between Revenue Operations, Sales, and Marketing for a leading enterprise software organization. Aligned global cross-functional teams, operating rhythms, governances, communications, and enablement.

- **Core-functional Alignment:** Connected Revenue Operations, Marketing, Sales, SDR, Demand Generation, and Systems execution to optimize program activation and return on investment.
- **Program Governance:** Implemented unified event demand processes, analytics dashboards, and global alignment to improve ROI visibility and accountability.
- **Operational Scale:** Orchestrated FY26 Workday Rising global sales operating rhythm, engaging 96% of 5,150 key accounts and influencing \$140M in Americas S1 ACV pipeline in 15 days.
- **Strategic Revenue Architecture:** Redesigned event engagement strategy, lead-capture, communications, and sales enablement to culminate in \$650M+ FY25 new, qualified pipeline and 30% improved sales efficiency
- **Sales Innovation:** Led global test-and-learn Demand Squad of 200+ leaders executing 300+ agile innovation initiatives to modernize sales engagement and GTM execution through data driven decision making, scaling 15% of tests.
- **Executive Honors:** Received the Outstanding Contributor Award – Profitability (Dec 2025), a board-approved recognition granted to less than 1% of workforce for exceptional fiscal impact and innovation.
- **Award-Winning Performance:** GTM Strategy Team Award (2025), Experience Marketing Summit invitee (2024, 2025), Sales Development Leadership Offsite invitee (2023), RevOps Dream Team Award (2023), Sales Dev Partner Award (2023).

#### i4D Event Services

##### Senior Director, Events (HPE Account)

2011 – 2021

Directed a global event portfolio and end-to-end operational strategy for Hewlett Packard Enterprise (HPE), leading matrixed teams to deliver high-impact Tier 1 events including C-Suite forums, sales incentive trips, and partner sponsorships.

- **Global Event Portfolio Leadership and Operations:** Created exceptional end-to-end experiences for Fortune 100 executive summits, 2000-attendee global President's Club trips, sponsorships, and regional events in the Americas, EMEA, and APAC.
- **Partnership Development:** Developed and executed \$9M+ HPE partner sponsorship programs with more than 100 partners for Sales Kick-off (SKO) and 20,000 attendee in-person and digital conferences in Americas and EMEA.
- **Team Leadership:** Led a four-person team, aligned global cross-functional teams, and managed vendors while orchestrating end-to-end strategy, site selection, legal, registration, content, platforms, communications, creative, and onsite operations.
- **Transformation Management:** Introduced and managed integration of new events and sales engagement platform, adding audience insights, field accountability, and operations optimization.
- **Fiscal Stewardship:** Managed \$25M annual budget, reduced operational costs by over \$1M, and secured \$7M+ in HPE Discover sponsorships through rigorous operational frameworks.

## EARLIER CAREER PROGRESSION

### SAP America

#### Manager, Events, Global Customer Operations

- **Sales Incentive Management:** Led exclusive president's club program hosting 3,500+ top performers and executives, featuring Tier 1 speakers, concerts, and hundreds of personalized activities.
- **C-Suite Customer Engagement:** Managed end-to-end execution of Tier 1 Leadership Summit hosting 100+ Fortune 500 executives to ensure customer commitment and sales engagement.
- **Partner Sponsorship:** Secured \$7.5M in partner revenue and managed sponsor content for the SAP SAPHIRE event hosting 8,000 attendees to elevate partner relationships, promote joint products, and develop sales opportunities.
- **Global Scale & Strategy:** Orchestrated YoY global event portfolio growth, aligning strategy with revenue goals and corporate priorities while managing \$25M budgets.

### Naval War College

#### Event Manager, Officers' Club

- Directed 100+ high-profile social and government functions and implemented new digital marketing initiatives.

### SAP America

#### Project Manager & Marketing Specialist

- Increased sponsorship revenue 37% YoY in SAP Discover, managed large-scale partner engagement programs, and led joint Microsoft and SAP participation in technology tradeshows.

### MBNA America

#### Advertising Account Executive Associate

- Selected for competitive Management Development Program and led participation in national marketing initiatives such as The Great American Race and World Cup Soccer.

## EDUCATION

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Bachelor of Science, Mass Communications, *magna cum laude* | Towson University

## TECHNICAL SKILLS | PLATFORMS

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**GTM & Revenue Platforms:** Salesforce, Clari, Outreach, Marketo, Tableau, Sigma

**Experience & Event Platforms:** Rainfocus, Vivastream, WebEvents Global, Regi.ai, Vidyad, Consensus

**AI & Productivity Tools:** Zoom, Google Suite, Google Gemini, NotebookLM Plus, Miro, Sana, Smartsheet, Microsoft 365, Asana, Slack, Workday, ChatGPT, Claude

## VOLUNTEER | COMMUNITY ENGAGEMENT

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Music Parents Association | Sportsmen's Club | Homeowners Association