

Brennan Ward

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Senior Deal Desk Analyst with proven success in B2B SaaS environments, seeking a role to leverage expertise in deal desk, order management, finance operations, sales operations, and deal strategy/pricing. Passionate about coaching sales and deal desk teams to peak performance while building a collaborative and data-driven deal desk culture that consistently exceeds productivity benchmarks and drives business profitability.

Skills

- **Software:** Salesforce: CPQ | HubSpot | Zuora | DocuSign | Service Now | Google Suite | Glean | IronClad
- **Technical Skills:** Revenue Recognition | Legal and Compliance Knowledge | Strategic Deal Advisor | Coaching – Quoting and Deal Review | Product Subject Matter Expert | Order Booking Compliance | Pricing Strategy
- **Soft Skills:** Creative Problem Solver | Acute Attention to Detail | Strong Verbal and Written Communication | Highly Adaptable | Excellent Time Management | Stakeholder Management |

Education

Atlanta Metropolitan State College
2021

Atlanta, GA

Graduated July

Certificate Business Management

Studied principles of finance and economics with a focus on sales leadership and business management to effectively manage teams, implement business strategies, and drive growth in a variety of industries.

Experience

New Relic

Atlanta, GA

Senior Deal Strategy Analyst

June 2022 – June 2025

- Senior escalation p.o.c and approval authority in order form negotiations for Commercial, Enterprise and Strategic accounts.
- Spearheaded 8 key projects streamlining the deal approval process, resulting in faster deal approvals and improved rapport between stakeholders (Sales, Legal, Finance, Product, etc.). Key achievements include:
 - Diagnosed, explored, and resolved consistent revenue leakage tied to Synthetics Checks.
 - Developed a Language Playbook in collaboration with Legal, standardizing non-standard terminology and reducing non-standard contract review time.
 - Collaborated with Salesforce Admins to optimize CPQ approval logic, resolving critical bugs and creating new approval rules in CPQ.
 - Created deal walkthrough guides for Deal Desk to define and document the most efficient way to review all deal requests (standard, non-standard, direct, reseller, AWS/Azure/GCP, Fulfilled deal types, etc.)
 - Designed and implemented a Finance Mentorship program to encourage learning and development as well as culture and fun within the company.
- Managed a high volume of deal flow, averaging over 150 order forms reviewed per month from 35 Enterprise and Commercial Account Executives, ensuring accuracy and compliance.
- Through efficient and precise financial modeling skills I clearly and transparently breakdown “the value” in a deal to create win-win deal offerings for the company and customers without resorting to chasing down on overall price. Plus, my ability to package my financial assessment in plain language gives Sales a greater sense of confidence when selling deals/price offerings to their customers.

Equifax

Atlanta, GA

Deal Desk Analyst
2022

August 2021 – June

- Served as the point of contact and subject matter expert on deal constructs, special pricing, operations, and revenue policies for ad hoc troubleshooting of deal issues and sales escalations.
- Caught \$127,252,000 in revenue leakage by analyzing 150 client contracts (Master Service Agreements, Addendums, SOW's, etc.) weekly while cross-referencing Google Sheets, Microsoft Excel, and Microsoft Access to ensure precise pricing and products are reflected within the new billing system (Zuora).
- Redlined, negotiated, approved, and signed over 7,500 contracts via MS Word, Salesforce CPQ, and DocuSign.

- Revamped new hire training policies regarding contract analysis, effectively creating one central resource that provides clarity and context on how to interpret and handle various, nuance contract scenarios ultimately reducing new-hire training (in both Atlanta and Costa Rica) from 90 days down to 30 days.