

# WILLIAM MAU

Operations & Technology Executive · AI & Automation · Revenue Systems

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## PROFESSIONAL SUMMARY

Operations executive with 15+ years leading revenue and technology transformations at growth-stage companies. Direct cross-functional teams, partner with executive leadership on strategy and planning, and architect the systems the organization actually runs on: Salesforce, AI and automation, executive reporting, and the data foundations underneath. Track record of eliminating operational bottlenecks, compressing ramp time, and turning broken processes into scalable platforms the team can own.

## CORE COMPETENCIES

Operations Strategy · Cross-Functional Leadership · Revenue Operations · AI & Automation Strategy · Salesforce Architecture (Admin Certified) · Executive Dashboards & Forecasting · Data Integrity & Process Design · Sales Enablement & Onboarding · IT Infrastructure & Security · Vendor & Stakeholder Management

## EXPERIENCE

**Vice President of Operations · Executive Leadership Team**, TalentSmartEQ · Remote / San Diego, CA 05/2021 – Present

*Promoted from Director of Sales Operations → Sr. Director of Operations → VP of Operations*

- One of four members of the TalentSmartEQ Executive Leadership Team; partner directly with the CEO on company strategy, operating cadence, and cross-functional alignment across the GTM and back-office functions.
- Lead a global organization with scope across operations, customer service, IT, project management, and contracts; oversee a U.S. customer-support team, a third-party development team in India, and third-party support desks in Mexico and Guatemala.
- Led design and deployment of an AI case-handling system that auto-resolves ~68% of inbound support tickets, enabling the customer-support team to scale from 6 to 3 while improving response time.
- Launched an AI lead-triage system that classifies, routes, and first-touches every inbound lead in ~10 seconds, autonomously handling ~600 leads/month across five regional VPs, with ~11% auto-suppressed as junk before any VP sees them.
- Delivered an executive forecasting platform on Salesforce featuring automated weekly opportunity snapshots and a dashboard for YTD-vs-quota, regional revenue, top and declining clients, and pipeline trend; gave leadership the first reliable view of year-over-year pipeline movement.
- Launched a customer-health system that flags accounts running low on credits or with stagnant inventory and routes a daily call list to the sales team, driving reorder cadence and surfacing churn risk.
- Re-architected the clickwrap legal agreement process, replacing a multi-round editing, approval, and signature cycle with a one-click workflow that saves hundreds of hours annually across legal, sales, and operations.
- Directed a Salesforce + Pardot funnel re-architecture, eliminating 87% of operational bottlenecks across the GTM stack.
- Own the company-wide technology stack: led Google to Microsoft 365 migration, Codero to Azure server transition, enterprise SharePoint intranet rollout, data privacy program, and cybersecurity posture.

**Senior Sales Manager**, Cengage Learning · Boston, MA

03/2018 – 05/2021

*Promoted from Sales Manager*

- Led an enterprise-wide Salesforce implementation delivering a 10x productivity gain in six months through workflow automation and standardized reporting.
- Compressed new-hire ramp from 8 months to 4 weeks via a rebuilt onboarding and enablement program.
- Built the KPI framework and compensation model that tied rep behavior directly to strategic growth targets.

**Inbound Sales Manager**, Charter Communications · Albany, NY

01/2014 – 03/2018

*Promoted from Supervisor → Sales Effectiveness Manager*

- Led a 72-person sales organization (6 supervisors of 12 agents each); drove a 9% lift in overall sales metrics and built a peer-mentorship program that consistently produced top-ranked enterprise performance.

**Earlier:** Operations Manager, TJX · Executive Team Leader, Target · Social Studies Teacher, Schenectady CSD

## INDEPENDENT CONSULTING

**Founder, Mau Consulting (mauops.com)**

2024 – Present

- Advise small and mid-market businesses on Salesforce, AI, automation, and operations infrastructure.

## TECHNICAL FLUENCY

**Platforms led:** Salesforce (Administrator certified), Pardot, Microsoft 365, Azure, SharePoint, Microsoft Graph. **Hands-on capability:** Apex, Lightning Web Components, SOQL, Python (pandas, simple-salesforce), Azure OpenAI, Astro/TypeScript/Tailwind, Git, sufficient to architect solutions, evaluate vendors, and direct technical work.

## EDUCATION & CERTIFICATIONS

**M.A. History**, University at Albany (4.0 GPA) · **B.A. History Teacher Education**, The College of Saint Rose (3.6 GPA)

Salesforce Administrator · Mastering Emotional Intelligence Level 1 & 2 · New York State Teachers Certification

## CIVIC LEADERSHIP

**Elected Board of Education Member**, Schalmont Central School District (2024 – Present) · **Troop Committee Chair**, Scouting America BSA (2024 – Present)