

LIZ MAULDIN

Sales Operations Lead • Project Manager • CRM & ERP Integration

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PROFESSIONAL SUMMARY

Sales Operations leader with 10+ years driving CRM/ERP implementations, KPI dashboard design, and cross-functional process redesign. Currently at AIRSYS North America, where I led a Salesforce + Kenandy ERP integration that cut order cycle time by 50%, reduced order-entry errors by 25%, and saved the business \$35K annually. Salesforce Admin certified and CAPM-credentialed. Founding WorkLink, a nonprofit connecting underserved jobseekers to meaningful employment.

CORE COMPETENCIES

Sales Operations & RevOps: Order-to-cash redesign • Pricing & bid coordination • Sales pipeline • CRM optimization

Project Management: Cross-functional delivery • SOP design • KPI dashboards • Stakeholder alignment • Change management

Tools & Platforms: Salesforce (Admin Certified) • Kenandy ERP • HubSpot • n8n • Zapier • Mailparser • Tableau • SQL • Asana / Trello / Monday

PROFESSIONAL EXPERIENCE

Sales Operations Management Lead (Contract) | AIRSYS North America

Oct 2025 – Present

Promoted from Sales Operations Project Coordinator

- Lead day-to-day operations across order accuracy, pricing compliance, and data integrity in Salesforce CRM and Kenandy ERP.
- Serve as project lead on cross-functional bid initiatives, coordinating Sales, Engineering, Operations, and external vendors to translate customer requirements into accurate quotes, orders, and delivery commitments.
- Built and rolled out cross-functional SOPs; trained 10+ users across Inside Sales, Order Entry, and Operations on Salesforce, automation tools, and reporting workflows.

Sales Operations Project Coordinator (Contract) | AIRSYS North America

Dec 2024 – Oct 2025

- Led Salesforce + Kenandy ERP integration that cut order cycle time by 50%, reduced order-entry errors by 25%, and saved the business ~\$35K annually.
- Designed 2 KPI dashboards (Inside Sales, Order Entry, Operations) giving leadership real-time visibility into pipeline, order health, and process bottlenecks.
- Partnered with IT and Sales leadership to launch operational efficiency and data integrity initiatives across the order-to-cash workflow.

Grace Hill | Multifamily Real Estate SaaS

Mar 2020 – Dec 2024

Survey Implementation Specialist (2024) • Account Manager (2022 – 2024) • Business Development (2020 – 2022)

- Account Manager: Achieved 100% client retention across portfolio; recognized in the 2023 100% Club. Drove revenue growth through cross-sell and upsell, with Salesforce as the system of record.
- Survey Implementation Specialist: Built custom client surveys in Qualtrics with branching logic, conditional formatting, and dashboards tracking client KPIs.
- Business Development: Built outbound pipeline across the multifamily industry through targeted research, networking, and outreach; led negotiations from pitch through close.

Pharmaceutical Sales Representative | Athena Bioscience

Jan 2018 – Mar 2020

- Promoted Naprosyn Oral Suspension and Fibracor to physicians, hospitals, and pharmacists; consistently met or exceeded monthly sales goals while building long-term prescriber relationships.

Account Management Supervisor | Mermet Corp.

Jan 2012 – Oct 2017

- Managed key client and partner relationships across a 5+ year tenure; coordinated cross-functional execution with product development and creative teams using Adobe Creative Suite, ASW, Microsoft AX, and CRM platforms.

EDUCATION & CERTIFICATIONS

B.A., Marketing & Graphic Design, University of South Carolina Upstate

Certificates: Digital Marketing Analytics • Data Analytics — Greenville Technical College

Certifications: Salesforce Administrator • CAPM (PMI) • Google Project Management Professional Certificate

LEADERSHIP & COMMUNITY IMPACT

Founder | WorkLink (Nonprofit — Launch in Progress)

2025 – Present

- Building a nonprofit connecting underserved jobseekers to employment via mentorship, resume support, and skill development; designing operational systems and community partnerships for long-term impact.

Volunteer | Boo at the Zoo, Greenville Zoo

2022 – 2024 (seasonal)