Terrence Holloway

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My Key Qualifications

- **11 years in operations leadership** across Rippling, Zendesk, and BlackLine, all in B2B SaaS, from analyst work in 2015 to senior manager today.
- Currently leads operations managers and analysts at Rippling, owning onboarding performance, backlog management, and service delivery reporting across 3 functional teams.
- Built an executive **KPI framework covering SLA attainment, implementation cycle time, and forecast accuracy**, lifting monthly forecast accuracy from 72% to 89%.
- Capacity planning and headcount modeling at two companies: cut backlog older than 30 days from 410 to 185 accounts at Rippling, raised specialist utilization from 68% to 79% at Zendesk.
- Drove a cross-functional workflow automation initiative with Product and Engineering, **cutting implementation cycle time from 26 to 19 days** using Jira triggers and Asana templates.
- Hands-on with **Salesforce, NetSuite, Jira, Asana, and Tableau**, plus advanced Excel and Google Sheets scenario modeling; Lean Six Sigma Green Belt certified (ASQ).
- Vendor and margin work: reviewed partner spend against service outcomes and improved **gross margin by 4.6 points** on the managed services segment.

Experience

Senior Operations Manager — **Rippling**, B2B SaaS

May 2022 – Present · 4 yrs 6 mos

- Built the executive KPI framework covering onboarding SLA attainment, implementation cycle time, backlog health, and forecast accuracy, standardizing metric definitions and consolidating reporting from Salesforce and NetSuite to lift monthly forecast accuracy from 72% to 89%.
- Led a capacity planning redesign for onboarding and support operations, building headcount models in Excel and Google Sheets and resetting intake thresholds, which cut backlog older than 30 days from 410 accounts to 185.
- Drove a cross-functional workflow automation initiative for implementation handoffs, partnering with Product and Engineering to introduce Jira-based status triggers and standardized Asana templates, cutting average implementation cycle time from 26 days to 19.
- Established manager-level operating cadences and scorecards across 3 functional teams, with weekly metric reviews, escalation paths, and owner-based action tracking, raising SLA attainment from 91% to 97%.
- Reviewed vendor onboarding and partner support spend against service outcomes, renegotiating low-value work scopes and tightening approval controls with Finance to improve gross margin by 4.6 points on the managed services segment.
- Lead operations managers and analysts responsible for onboarding performance, backlog management, and service delivery reporting, and run monthly business reviews and QBR preparation for senior leadership.

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Operations Manager — Zendesk

Jan 2018 – Apr 2022 · 4 yrs 3 mos

- Owned operational reporting and process improvement for customer onboarding and support workflows, partnering with Finance, Customer Success, and Systems teams on utilization, controls, and tooling changes.
- Cut quarterly business review preparation time from 3 weeks to 8 business days by building a QBR package for post-sales operations leaders that combined Tableau dashboards, standardized commentary templates, and a single source of KPI definitions.
- Reduced enterprise implementation projects missing SLA from 14% to 7% by leading a root cause program on implementation delays, redesigning SOPs and adding milestone controls in Salesforce.
- Improved average onboarding specialist utilization from 68% to 79% by building workload and utilization models in Excel and running weekly staffing reviews with team managers.

Business Operations Analyst — BlackLine, finance automation (B2B SaaS)

Jan 2015 – Dec 2017 · 2 yrs 11 mos

- Built a weekly service operations dashboard for management review, automating Excel data pulls and standardizing variance commentary, which cut manual reporting time by 6 hours per week.
- Mapped and documented ticket escalation paths for internal operations teams, clarifying ownership points and simplifying approval steps, reducing average escalation resolution time from 2.6 days to 1.9 days.

Education

- **California State University, Long Beach** — Bachelor of Science in Business Administration · 2010 – 2014

Skills

- **Operations Tools & Reporting:** Salesforce, NetSuite, Jira, Asana, Tableau, Microsoft Excel, Google Sheets
- **Process & Planning:** KPI Design, Capacity Planning, Forecasting, Vendor Management, Lean Six Sigma

Certifications

- **Lean Six Sigma Green Belt** – ASQ (2021)