Zachary LaPlue

Senior Revenue Operations & Strategic Partnerships Leader

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PROFESSIONAL SUMMARY

Revenue operations and strategic partnerships leader with 10+ years across commercial operations, B2B SaaS, subscription services and healthcare. Managed teams of 40+ across leadership roles, overseeing staffing, coaching, training, and development. Combines commercial strategy, data analysis, workflow automation and hands-on CRM and BI expertise to grow revenue, improve profitability and scale operations. Leads projects across Sales, Product, Marketing and Finance.

CORE COMPETENCIES

Revenue Operations • Revenue Enablement • CRM Workflows & Automation • Revenue Analysis, Reporting & Forecasting • GTM Strategy & Execution • Sales & BPO Coaching • Process Design & Scaling • Cross-Functional & People Leadership

PROFESSIONAL EXPERIENCE

Senior Strategic Partnerships Manager, LegalZoom *Aug 2025 – Aug 2026*

Owned partner strategy, monetization and revenue operations for an online legal and business services company, including recurring subscription models. Used Salesforce and BI platforms to monitor sales and partner performance, guide revenue planning and lead cross-functional GTM execution against annual operating plan (AOP) targets.

- Pinpointed poor offer visibility and checkout friction limiting partner conversions; led a cross-functional GTM relaunch with prominent placements and prepopulated checkout, increasing opt-in-to-subscription conversion from approximately 1% to 14% and securing an annual revenue guarantee approximately $2.3M above the prior baseline.
- Uncovered uncredited banking referrals through ThoughtSpot reporting; led Engineering and Marketing fixes to email and dashboard attribution, recovering previously uncredited opt-ins and an estimated $500K in annualized revenue.
- Improved sub-40% script adherence by streamlining scripts and incentives and coaching sales and BPO teams, raising adherence to 90%+ and conversions 1.5×.

Senior Revenue Enablement Manager, Todyl (Contract) *Apr 2025 – Aug 2025*

Owned pricing, contract operations and sales enablement for a B2B cybersecurity SaaS platform with recurring subscription revenue, serving customers through managed service providers. Partnered with Sales, Finance and executive leadership to improve profitability and speed up contract approvals.

- Found low-margin subscription SKUs eroding profitability and collaborated with executives to move customers to higher-margin packages, launching a six-month transition projected to increase storage margins by 8 percentage points.
- Replaced slow, email-based contract reviews with HubSpot workflows and standardized templates with AI-assisted reviews; this cut approval time from 2 weeks to 2 days while maintaining pricing and margin controls.

Revenue Operations Manager, Zynex Medical *Oct 2022 – Mar 2025*

Led billing and revenue operations teams at a medical device company, supporting upfront device charges and recurring rental and supply revenue. Managed analysts, team leads and BPO partners, using Excel and Tableau reporting, capacity planning and workflow automation to improve collections processes, productivity and team performance.

- Addressed limited visibility into claim denials by building weekly Excel pivot-table reporting and coordinating carrier-policy analysis, guiding billing changes that reduced the team's denial rate by approximately 15% over 12 months and led to department-wide adoption of the reporting process.
- Cleared a seven-month documentation backlog in six weeks by consolidating clinic outreach, creating scripts and training sales teams; increased retrieval from 8% to 90%+ and improved post-clearance turnaround to 24 hours.
- Used capacity and revenue analysis to address claim-submission inefficiencies and justify billing-team expansion, enabling a 5× increase in priority files worked monthly.

EARLY CAREER — OPERATIONS & TEAM LEADERSHIP

General Manager, Various Service Locations *2016 – 2022*

Managed operations and P&L for service and retail locations generating up to $3M in annual revenue. Led staffing, team development, inventory management and cost control, using customer feedback and satisfaction scores to guide service improvements and customer retention efforts.

SOFTWARE & TOOLS

Salesforce • HubSpot • ThoughtSpot • Tableau • Excel • ChatGPT • Claude • Jira • ClickUp

EDUCATION

Bachelor of Science — Arizona State University