

Will Musto

Sales Ops Systems Architect | CRM Strategist | RevOps-Minded Builder

Chattanooga, TN | will@mus.to | 706.313.4758

Sales Ops leader with 8+ years building CRM systems, enforcing data quality, and solving GTM visibility gaps. Experienced Salesforce Admin with public case studies on workflow design, automation strategy, and adoption systems.

EXPERIENCE

BRANCH TECHNOLOGY (*contract role*)

Dec 2024 - Mar 2025

Product Launch & Installation Operations Consultant

- Collaborated with engineering and product leads to support launch of a first-in-category additive construction product: a 3d printed building facade retrofit.
- Optimized install workflows, hardware prep, and tracking systems to improve throughput and field coordination.

NOTRE DAME HIGH SCHOOL

Nov 2023 - Jul 2024

Strategic Communications Director | Head Coach, T&F & XC

- Owned institutional messaging across admissions, development, and athletics.
- Produced digital & print campaigns supporting 80%+ capital campaign goal in 30 days.
- Led 20+ athletes and 3 coaches across training, travel, and meet logistics.

THE ROMAN HEALTHCARE GROUP

Jun 2015 - Jun 2023

Head of Sales Operations & GTM Strategy (2020–2023) - Ops & Strategy

- Directed GTM system design and operational strategy across sales and recruiting workflows at a high-volume B2B search firm.
- Built Salesforce-linked KPI dashboards via Google Sheets + Geckoboard; cut reporting workload by 5+ hours/week and improved forecast accuracy.
- Designed comp plans aligned to funnel-stage metrics in Salesforce; enforced payout logic that drove 100% logging and lifted rep attainment by 20+%.
- Partnered with CEO to drive 7/30/60-day KPI forecasts and pacing reviews; surfaced funnel-stage gaps and enabled targeted course corrections.
- Led vendor selection and rollout (Outreach, Dialpad, Asana, QuickBooks); enabled automation across outbound calls, mobile-first calling, task accountability, and invoicing.
- Recovered \$175K+ in ERTC credits and managed full finance stack: payroll, AP/AR, and credit controls.

Sales and RevOps Systems Lead (2016–2023) - Salesforce & CRM Systems

- Owned Salesforce architecture and GTM system logic across: object schema, validation rules, Flow automation, and UAT.
- Drove 2x meetings booked and 300%+ more follow-ups by deploying Outreach to SDRs, CDRs, and AEs; replaced legacy tools with scalable cadence logic.
- Built logic linking Contact stage to Outreach cadences; automated last-touch tracking to surface engagement gaps in pipeline.
- Managed 1.5 FTE data team focused on enrichment, deduplication, and account hierarchy mapping; enforced naming conventions and built scalable cleanup workflows.

Full Cycle Account Executive, Healthcare Staffing (2015–2020) - Sales & Delivery

- Owned outbound development and full-cycle sales for permanent-placement recruiting engagements.
- Drove \$300K+/yr in revenue through outbound lead gen and candidate pipeline development.
- Led development of internal Pluto Resume web app to auto-format CVs; saved 8–12 hours/week per recruiter.
- Led CRM migration to Salesforce-native ATS (Talent Rover); consolidated data silos and improved candidate search and placement workflows.

SELECTED PROJECTS

Key GTM systems built to eliminate manual overhead, enforce rep accountability, and drive CRM adoption at scale.

Outreach Rollout

- Architected Salesforce–Outreach sync: built cadence logic, activity-triggered task flows, and rep-specific compliance rules to scale outbound infrastructure.

KPI Dashboard System

- Built Salesforce-linked KPI dashboards to track rep activity, enforce compensation rules, and support leadership forecasting.

Email Validation Workflow

- Built real-time Salesforce integration with Neverbounce to auto-flag invalid emails and reduce bounce rates across campaigns.

ADDITIONAL EXPERIENCE 2006-2015 (Condensed)

- **LEE UNIVERSITY** - Assistant Coach, Track & XC - Ops & Sprinters (2013 - 2015)
- **NOTRE DAME HS** - Head Coach, XC | Assistant Coach, T&F - Distance (2011 - 2013)
- **DesignIT SERVICES** - Contract Web Developer (2013)
- **FRONT RUNNER ATHLETICS** - Fit Specialist & Retail Promotions (2011 - 2012)
- **SHEA BASEBALL** - Founder & Digital Publisher (2006 - 2015) - Grew to top 50K web traffic globally and 30K+ Instagram followers

EDUCATION

B.S., Business Administration (Marketing), University of Tennessee at Chattanooga (2013)

Salesforce | Outreach | Dialpad | Google Workspace | Asana | QuickBooks | Mailchimp
Sales Ops | CRM Architecture | KPI Systems | RevOps Strategy | Data Hygiene | Automation