

MARK GUINN

REVENUE OPERATIONS | BUSINESS OPERATIONS | CRM & FUNNEL OPTIMIZATION

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PROFESSIONAL SUMMARY

Revenue and business operations leader with 20+ years of experience connecting marketing, sales, customer service, finance, and technology across the full customer journey. Extensive experience leading sales and customer-service teams, managing CRM-based lead funnels, and improving response times, follow-up, conversions, and customer experience. Combines P&L leadership, funnel analysis, performance reporting, process design, digital marketing, vendor management, and systems implementation to support sustainable revenue growth.

CORE CAPABILITIES

Revenue Operations | Sales and Marketing Alignment | CRM and Funnel Design | Lead Management | Pipeline and Conversion Reporting | Customer Journey Optimization | Forecasting and Performance Analysis | Process Improvement | Sales Team Leadership | Marketing Operations | P&L Management | Cross-Functional Leadership | Systems Implementation | Vendor Management

TECHNOLOGY

Zoho One, CRM and Blueprint | Microsoft Excel and Office | Google Analytics | Google Ads | Meta Ads | Bing Ads | Google Business Profile | WordPress and Divi | Gravity Forms | QuickBooks | ClickUp | Basecamp | Google Workspace | Adobe Creative Cloud | ChatGPT | Gemini | Slack | Zoom | RingCentral

KEY ACHIEVEMENTS

- Achieved 91% revenue growth and 254% net income growth in one year, followed by five consecutive years of 16%–20% annual growth through stronger funnel management, operational discipline, marketing performance, and scalable systems.
- Scaled annual revenue more than 3.5x while leading managers and cross-functional teams of up to 37 across sales, patient services, marketing, finance, administration, and operations.
- Reduced a key intake-stage delay by cutting medical-records retrieval time from an average of four days to one through online authorization and workflow integration.

SELECTED REVENUE OPERATIONS OUTCOMES

- Designed and managed the end-to-end revenue journey from lead generation and initial inquiry through qualification, financing, admission, service delivery, and follow-up.
- Used funnel, campaign, conversion, admissions, and financial metrics to identify performance gaps, coach teams, strengthen accountability, and guide revenue and workflow improvements.
- Aligned marketing, CRM, sales, customer service, finance, and operating workflows so teams could track ownership, improve handoffs, increase responsiveness, and maintain visibility across the customer journey.

PROFESSIONAL EXPERIENCE

Operations Director, Revenue and Growth (Contract) | New Hope Unlimited | 2025–Present

Oncology services organization overseeing marketing and coordinating patient acquisition, records, financing, admission, and treatment support across U.S. and Mexico operations

- Lead revenue and business operations across sales, patient services, finance, marketing, and administration; manage managers and frontline teams, translate performance data into priorities, and align execution with ownership and clinical leaders.
- Led a full redesign of the Zoho CRM front-to-back Blueprint supporting the inquiry-to-admission funnel; mapped stages and decision points, defined ownership and required actions, strengthened handoffs, and improved follow-up and reporting.
- Translate sales, service, marketing, finance, and business requirements into technology-enabled workflows; coordinate changes with users and vendors, remove cross-functional roadblocks, and refine processes after launch.
- Build sales and service playbooks, SOPs, job aids, training, and implementation communications that improve CRM adoption, follow-up consistency, accountability, and execution.
- Monitor lead response time, follow-up, conversion, admissions, campaign performance, and service quality to identify pipeline gaps, evaluate adoption, and prioritize improvements.
- Developed and manage an in-house payment installment program for direct-pay patients, connecting financing options, payment requirements, internal procedures, and customer communication to admission and cash-flow priorities.
- Direct hiring, onboarding, coaching, performance management, corrective action, and termination decisions for sales and administrative teams; reinforce response, follow-up, conversion, and service expectations.
- Manage contracted staff, technology vendors, and marketing partners; connect campaign activity, lead flow, CRM processes, service capacity, and operating priorities while resolving execution issues.

PROFESSIONAL EXPERIENCE CONTINUED

Operations and Marketing Consultant | Rock Bridge Solutions | 2016–2026

Operations, marketing, workflow improvement, and implementation support for small and midsize organizations

- Led engagements from discovery and requirements assessment through CRM, lead-management, marketing, reporting, and workflow design, followed by implementation, staff guidance, and ongoing support.
- Translated business needs into practical revenue-supporting processes across CRM, lead management, communications, reporting, finance, marketing, and administration.
- Advised clients on audience positioning, websites, content, campaigns, CRM workflows, lead follow-up, and performance analytics, connecting marketing activity to pipeline and operating outcomes.
- Managed concurrent workstreams while aligning leaders, employees, and outside partners around priorities, funnel stages, owners, timelines, risks, metrics, and expected outcomes.
- Created process documentation, reporting structures, and implementation support suited to each client's staffing, technology, customer journey, and growth constraints.

Operations Director, Revenue and Growth (President, 2011–2018) | New Hope Unlimited | 2000–2018

International oncology services organization with operations in the United States and Mexico

- Led the revenue-generating and service-delivery functions across sales, patient services, marketing, finance, administration, and operations within a distributed U.S. and Mexico care model.
- Built and improved the customer journey from initial inquiry through qualification, records collection, financial planning, admission, treatment coordination, and follow-up.
- Partnered with sales, marketing, clinical, finance, and administrative leaders to improve handoffs, resolve funnel and service bottlenecks, allocate resources, and maintain accountability.
- Implemented CRM, communications, reporting, and collaboration technology and trained employees on Zoho, RingCentral, Basecamp, Google Workspace, and related tools.
- Managed the full employee lifecycle for sales, administrative, and customer-facing teams, including hiring, onboarding, coaching, performance management, corrective action, and separation decisions.
- Directed marketing strategy, budgets, paid search, websites, content, brand assets, agencies, and analytics while coordinating campaign activity with CRM, sales follow-up, customer service, and capacity.

ADDITIONAL HEALTHCARE EXPERIENCE

Operations Management and Research Development Support | Biostem Genetics | 2010–2012

Supported operations, business development, and research coordination for cord-blood stem-cell applications in cancer, COPD, and other complex diseases.

REVENUE OPERATIONS AND MARKETING HIGHLIGHTS

- Directed full-funnel marketing strategy for a direct-pay healthcare organization, aligning paid search, websites, content, agencies, CRM workflows, sales follow-up, and customer-service operations.
- Designed and managed websites, landing pages, forms, e-books, and digital and print assets that supported demand generation, customer education, lead capture, and conversion.
- Oversaw Google Ads, Bing Ads, Meta Ads, Google Analytics, and related reporting; used campaign and funnel data to guide targeting, CRM, response-time, follow-up, and conversion improvements.
- Managed messaging, campaign assets, marketing vendors, and performance expectations while connecting brand and demand-generation work to measurable business priorities.