

LOU FITZMORRIS

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MULTIBILLION-DOLLAR VALUE CREATOR FOR AMAZON, GOOGLE & APPLE PAY

17+ years of experience in software and cloud computing

\$4B to \$50B Revenue Growth | 750 to 35K+ User Expansion | \$3B Sales from Acquisitions

Pivot-point executive—the tech industry’s foremost expert in digital and process engineering—who creates and reimagines sales organizations for massive growth. Results speak for themselves: fueled revenue by 160% to 1150% in every position, consistently hitting the billion-dollar mark. Inspirational leader. Engaging personality. Always calm.

Career touchpoints:

Built and evolved AWS into the most successful, efficient company in the cloud-computing space, then propelled Google Cloud toward a similar result.

Designed powerhouse go-to-market (GTM) and revenue operations (RevOps) frameworks for Apple Pay, surging productivity by double digits while adding \$10.5B in revenue in less than 24 months.

Enabled \$50B+ Microsoft reorganization by overhauling 111 behind-the-scenes processes and workflows, a move that realigned the company’s money-making operations around its customers.

Executive strengths: Global Sales Strategy & Leadership • Revenue Operations & Optimization • Growth Planning • System & Process Engineering • Business & Digital Transformation • Unparalleled Customer Experiences

PROFESSIONAL EXPERIENCE

APPLE PAY – Los Angeles, CA

Chief Revenue Officer • 2021 to Present

Enable \$10.5B in organic and inorganic growth through digital transformation and automation

Steer the organization to think and work differently as chief strategist and change agent for revenue operations. Develop a fully integrated, future-ready organization that expands quickly and sustainably. Reset the vision and introduce systems, tools, and processes across the sales ecosystem for efficiency and customer emphasis.

- **Invented a best-in-class RevOps function, increasing sales \$2B** and productivity 23% (with 40% additional gains expected). Achieved this revolution by creating the Revenue Process Acceleration program, simplifying the technology stack, and eradicating non-value-added protocols from the customer journey.
- **Captured \$5.5B in new incremental revenue** by shaping GTM strategy and adopting industry-leading enterprise architecture for emerging, high-risk verticals: cryptocurrency, real-money gaming, and online CBD sales.
- **Raised the top line by \$3B** via integrating M&As into the business with standard solutions for GTM, sales, and RevOps.
- **Drove \$25B revenue allocation for 400M global customers** through automated segmentation and territory planning.

GOOGLE – Los Angeles, CA

Senior Director, Global Revenue Operations • 2019 to 2021

Set the stage for Google Cloud to grow more efficiently—and scale exponentially

Infused structure and consistency into sales and marketing—a key mandate of the CEO. Pioneered and choreographed global initiatives to eliminate friction and bump up the bottom line. Fronted an end-to-end digital evolution: system redesign, workflow simplification, and customer-first communications.

- **Jump-started digital transformation for faster, more streamlined operations.** Automated 75% of demand-generation tasks, decreasing manual touches by 65%.
- **Brought to light \$510M in untapped sales and marketing opportunities** through radical modernization of existing mechanisms for pipeline management and forecasting analytics.
- **Rolled out bold—yet simple—optimization initiatives for 1,500 global sellers.** Replaced 44+ legacy systems, 190+ tools, and countless policies with standard solutions, ensuring alignment with corporate priorities.
- **Elevated productivity 25%** by powering customer messaging with sales, marketing, and customer-care automation.
- **Improved and clarified RevOps for the Google enterprise**—retrofitting the lead-to-opportunity process.

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AMAZON WEB SERVICES (AWS) – Seattle, WA

Global Head of Sales Operations & Enablement • 2014 to 2019

Developed and aggressively scaled the global sales organization for sky-high growth in record time

Pivoted AWS from an erratic startup into a full-speed-ahead cloud-computing company. Charted the course and scaled the business through sweeping digital transformation. Forged an entirely different organization: one that merges next-level technology with discipline, high expectations, and a people-centered approach. Owned P&L.

- **Spurred growth from \$4B to \$50B+ revenue and 750 to 35K+ users.** Pushed an innovation agenda that seized new heights of productivity for the organization and everyone in it—like a well-oiled machine.
- **Catapulted sales for two \$1B divisions** by automating workflows and introducing AI for 5,000+ employees.
- **Expedited expansion into global markets:** structured the growth plan and crafted GTM strategy for Europe and Asia.
- **Scaled from 10 to 152 staff and fostered a culture where people love to work.** Deepened team capabilities in agile, security, architecture, UI/UX, data warehousing, engineering, and business intelligence.
- **Helped close the largest deal at AWS—nearly \$2B over five years.**

REVENUE: ↑1150%

USERS: ↑4560%

WORKFORCE: ↑1420%

GROSS MARGIN: ↑9%

MICROSOFT – Irvine, CA and Sydney, Australia

Senior Manager of Sales Operations, Strategy & Enablement • 2007 to 2014

Delivered 160% to 210% improvement across all key metrics: sales, velocity, and customer engagement

Capped a progressive tenure with Microsoft as senior manager overseeing APAC, EMEA, and LATAM sales and revenue operations for \$20M P&L. Amplified efficiency and customer loyalty via customized systems, policies, and tools—raising the bar on innovation while supporting and empowering people in every position.

- **Facilitated global reorganization of the \$50B business** by devising a clearly defined plan and aligning people, assets, and entire cross-functional divisions around the new strategy and operational vision.
- **Earned the President's Award (a rare feat for a senior manager)** for eye-opening contributions to the massive restructuring effort; excelled as a go-to resource and advisor for worldwide executives and teams.
- **Revved up ex-US sales 12% and account retention 31%** by positioning customers at the forefront of sales and revenue operations. Reshaped 77 processes and 34 workflows around the customer experience.

EDUCATION

PRINCETON UNIVERSITY

BSBA in Management Information Systems & Marketing

STANFORD UNIVERSITY

Stanford Certified Project Manager (SCPM)

Credentials:

Amazon Executive Development Program • AWS Business Professional Certification • AWS Technical Professional Certification • Google Cloud Digital Leader Certification • Six Sigma Black Belt Certified

Board Experience:

Salesforce – Customer Advisory Board Member
Zero Zed Analytics – Board Member
Shriners Hospital Foundation – Advisory Board Member

About this project:

My clients never cease to amaze me with their ability to build, turn around, and scale organizations—both big companies and small. This client is one of the most impressive folks I've worked with. He has built or revamped sales and revenue frameworks for some of the world's most recognized and influential businesses.

In this resume, I gave the content—and results—center change. I fine-tuned the language in every sentence and every bullet in an effort to match Lou's ability to tweak revenue operations and customer journeys at the macro and micro levels. I chose to call out his technology expertise, but not make technology his only strength. Instead, I placed it behind his capacity to create the most efficient, profitable, people-centric organizations possible. He makes money and saves money in the billion-dollar range. End of story.

Regarding the presentation, I kept this document simple and completely ATS-friendly with dark blue, light bluish-gray, and a pop of bright blue for impact. I like the cool, rounded shape of Roboto font. I used bolded phrases to help readers skim through the text. I want his value to leap off the page.

One design note: the small table on page two is not a table at all. It's a row of facts that is shaded using Word, and the pipe lines separating each metric (|) were created using the keyboard only, in an enlarged font and different color. Simple and eye-catching at the same time.