

Ali Rastiello

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Go-to-Market Transformation • Marketing & Sales Operations • Revenue Growth

EXECUTIVE PROFILE

Go-to-market leader with more than 19 years of experience transforming marketing organizations into scalable revenue engines for high-growth B2B SaaS companies ranging from scaling SMB to public enterprises.

Known for leading organizations through periods of rapid growth, acquisition, restructuring, and business transformation by modernizing marketing operations, simplifying complex technology ecosystems, and aligning Marketing, Sales, Product, Customer Success, Finance, and IT around a common go-to-market strategy.

Trusted by executive leadership to solve complex operational challenges, build high-performing teams, and create operating models that accelerate revenue while reducing cost, complexity, and organizational friction.

CAREER HIGHLIGHTS

Enterprise Transformation

Modernized marketing organizations by redesigning operating models, **simplifying complex technology ecosystems**, and aligning cross-functional teams around scalable growth.

Operational Excellence

Reduced enterprise marketing technology investment by **\$2.2M annually**, consolidated platforms, and improved governance, executive visibility, and operational efficiency.

Revenue Growth

Built Marketing Operations organizations that increased marketing contribution to pipeline to **40%+** and supported sustained **26–28% annual revenue growth**.

Executive Leadership

Directed Revenue Operations across a **17-platform** GTM ecosystem, integrated **six acquisitions**, and advised leadership on AI strategy, organizational design, and enterprise transformation.

CORE EXPERTISE

Marketing Operations Leadership • Enterprise Transformation • Revenue Operations • Go-to-Market Strategy • Organizational Design • Marketing Technology Strategy • Marketing Automation • Demand Generation Operations • Lifecycle Marketing • Marketing Analytics • Executive Leadership • AI Strategy • Change Leadership • Cross-Functional Alignment • Team Development • Operational Excellence

PROFESSIONAL EXPERIENCE

PLURALSIGHT

Sr. Director, Marketing Operations | Feb 2026 - Aug 2026

Recruited to transform Marketing Operations during a company-wide repositioning from B2C to enterprise B2B; scope expanded to include Creative leadership. Charged with rebuilding Marketing's operating foundation while aligning systems, teams, governance, and execution around long-term enterprise growth.

- Developed the enterprise roadmap for modernizing Marketing Operations, creating a scalable operating model aligned to business transformation objectives.
- Secured executive sponsorship for a multi-year martech modernization initiative, aligning Marketing, Sales, Product, Customer Success, and IT around the transformation.
- Assumed leadership of Creative during organizational restructuring, stabilizing the function while leading the search for and hiring a new Creative Director.
- Redesigned campaign operations, planning, governance, and intake to improve execution speed, accountability, and organizational effectiveness.
- Established enterprise operating standards, documentation, and prioritization frameworks while advising executive leadership on AI, technology investment, organizational design, and operational priorities.

GTM EDIT

Founder & Fractional VP, Marketing Operations & Revenue Operations | 2025–Present

Executive advisor to B2B SaaS leadership teams on marketing transformation, revenue operations, organizational design, and GTM modernization.

- Guide executive teams through marketing operations assessments, technology strategy, lifecycle optimization, and operating model redesign.
- Help organizations simplify operational complexity while building scalable foundations for future growth.

HEALTH CATALYST

Vice President, Revenue Operations | May 2002 - Aug 2025

Led enterprise Revenue Operations across Marketing, Sales Operations, Business Systems, and Analytics for a publicly traded healthcare technology company.

- Reduced GTM technology investment from \$4.5M to \$2.3M, delivering \$2.2M in annual savings while expanding enterprise capabilities.
- Directed Revenue Operations supporting a 17-platform enterprise technology ecosystem.
- Led integration of six acquisitions, standardizing technology, reporting, governance, and revenue processes.
- Modernized ABX orchestration, lifecycle management, lead routing, segmentation, and executive reporting to improve revenue visibility and operational performance.
- Built and developed high-performing teams supporting enterprise growth and organizational scalability.

CORNERSTONE ONDEMAND

Senior Director, Marketing Operations & Chief of Staff | Nov 2019 - Jan 2022

Led Global Digital Marketing and Operations following the acquisition of Saba Software.

- Increased demo conversion by 12% through lead management optimization.
- Improved nurture conversion by 10% through lifecycle redesign.
- Reduced marketing technology costs by 36%.
- Increased marketing contribution to pipeline to 40%+.
- Built the global Marketing Operations organization supporting enterprise demand generation.

BIGCOMMERCE

Director, Marketing Operations | May 2017 - July 2019

Built and scaled Marketing Operations during a period of rapid enterprise growth.

- Grew Marketing Operations from 2 to 10 team members.
- Supported 26–28% annual revenue growth through scalable marketing infrastructure.
- Established enterprise marketing operations, automation, reporting, and governance capabilities.

RACKSPACE

Sr. Manager, US Marketing | Dec 2011 - Feb 2017

Progressed through multiple leadership roles in demand and global marketing operations.

- Reduced marketing technology costs by approximately 20% through strategic optimization.
- Built scalable marketing operations supporting rapid organizational growth.
- Recognized with the Rackstar Award for leadership and operational excellence.

SPEAKING & THOUGHT LEADERSHIP

Speaker and advisor on Marketing Operations, Revenue Operations, and Go-to-Market Transformation.

Featured Organizations: MOps-Apalooza • RevOpsAF • Executive Leadership Roundtables • Industry Webinars • Podcasts

TECHNOLOGY

CRM, Automation, and Orchestration: Salesforce, Marketo, HubSpot, Iterable, Openprise

Revenue Technology: Demandbase, 6Sense, Gong, LeanData, UserGems, Qualified, ZoomInfo, Salesforce CPQ

Analytics: CaliberMind, Tableau, Power BI, Google Analytics

Operations: Asana, Jira, Confluence

EDUCATION

Bachelor of Fine Arts: Sam Houston State University, May 1997