

CAITLYN HUGHES

Revenue Operations | GTM Analytics | Business Intelligence

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PROFILE

Revenue operations and analytics professional with six years in cybersecurity GTM. Built KPI scorecards, dashboards and data definitions connecting 1,000+ engagements to \$40M+ in pipeline and giving Sales and leadership a single source of truth; owned revenue reconciliation and industry analyst disclosures for a \$1.7B ARR business; diagnosed a \$66.7M gap between AWS co-sell pipeline and CRM across 1,029 opportunities.

ANALYTICS & TOOLS

KPI Scorecards (Leading & Lagging Indicators) • Data Definitions & Governance • Revenue Reconciliation & Controls • Pipeline & ARR/NRR/GRR Analysis • CRM Data Integrity • Forecasting & Scenario Modeling • Tableau Dashboards • GTM Reporting

Tools: Excel (modeling & analysis), Tableau (dashboard development), Power BI (use & refinement), Salesforce, Microsoft Dynamics, AWS Partner Central (ACE), PowerPoint, Claude & Claude Code (AI-assisted connectors/dashboards), ChatGPT, Microsoft Copilot

PROFESSIONAL EXPERIENCE

TREND MICRO / TRENDIA | Global cybersecurity company | 2020–2026

Strategy & Operations – Global Marketing (*concurrent role from Jan 2026*)

Dallas, TX | Jan 2026–Oct 2026

- Prototyped a scalable event scorecard across 3 global events, linking leading indicators (registrations, meetings, target-account and vertical attendance) to lagging outcomes (pipeline, ARR, NRR, GRR); aligned KPIs with the Head of Global Sales and classified events as new-logo, expansion or retention.
- Built and deployed a commercial engagement intelligence dashboard for Black Hat USA 2026 using Claude-assisted data connectors, replacing disconnected Excel trackers with a single view reconciling engagement and CRM data: 1,000+ engagements, 350+ accounts, \$40M+ associated pipeline and ~\$11M ARR.
- Developed the event strategy and KPI framework for AWS re:Invent 2026; secured leadership approval and drove adoption across field teams ahead of the event.
- Replaced seller discretion with a data-driven process matching leaders to the right prospects and arming each meeting with account data; product-managed it, saving ~40 minutes per engagement and connecting five leaders with 20+ prospects.

Corporate Communications Manager | Corporate Strategy & Investor Communications

Dallas, TX | Sep 2022–Aug 2026

- Established centralized controls for industry-analyst disclosures of product revenue and customers across a \$1.7B ARR business, correcting fragmented reporting across 5+ segments and addressing double counting via product-to-market data definitions.
- Owned data preparation, reconciliation, validation and final approval for 20+ analyst disclosures annually (Gartner, Forrester, IDC) for 3+ years, using financial-system extracts, Excel and Tableau to align market-level revenue with publicly reported financials.
- Created a disclosure register and classification framework that served as the single source of truth for revenue disclosures to industry analysts; led 5+ formal disclosure revisions and escalated market-definition decisions for C-suite sign-off
- Wrote every quarterly earnings press release (2023–Q2 2026), shaping each quarter's narrative with the COO; supported two financial-guidance revisions.

Global Business Operations

Ottawa, ON | Sep 2021–Sep 2022

- Audited 1,029 AWS co-sell (ACE) opportunities worth \$96.9M against Salesforce; found \$66.7M (~69%) of pipeline missing from CRM and only 1.75% of opportunities fully linked to both account and opportunity.
- Mapped AWS co-sell stages to internal Salesforce sales stages and reconciled stages and value mismatches, exposing inconsistent qualification and pipeline reporting between the two systems.
- Partnered with regional Marketplace operations leads to implement standardized validation, Salesforce-linkage and handoff workflows globally, improving data integrity and streamlining co-sell pipeline handoffs.
- Consolidated regional sales forecasts and built five-year global revenue scenarios; presented analyses to the COO and SVP of Finance to inform enterprise planning and regional growth discussions.

Global Marketing Associate

Ottawa, ON | Sep 2020–Sep 2021

- Led the joint product launch campaign with Snyk within a ~\$500K global cloud security program; led launch of a ~\$40K cloud security resource center (50+ SEO-optimized articles).

EDUCATION & LEADERSHIP

Honours Bachelor of Commerce, Smith School of Business, Queen's University

Board Member, NIRI DFW (2025–present) | NIRI Rising Leaders Under 40 (2025) | NIRI IR Competency Suite (10-course training)