

# Sara Eklund, eMBA

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## PROFESSIONAL SUMMARY

**Driven and internationally experienced GTM and Operations Executive** with a strong track record in strategy, enablement, and operational leadership. I excel as a catalyst for change, empowering teams, and inspiring communication in both business and non-profit environments. My expertise lies in senior leadership roles focused on GTM strategy, revenue execution, enablement, and program management. I thrive in dynamic, value-centric environments that are deeply connected to innovative technology, digital services, and energy. With a clear trajectory toward a C-level executive role, I am committed to driving growth and transformation in the Technology and Digital Services industry.

GTM Strategy

Growth & Productivity

Revenue Operations

Strategic Programs & Execution

Customer & Employee Experience

Project Management

Impactful Communication

Empowering Leadership

Facilitation & Moderation

## LEADERSHIP STRENGTHS

- **Catalyst for Transformation:** Drives growth through innovative strategies and impactful change initiatives. Set direction and engage contribution towards results.
- **Empowers Teams:** Fosters a collaborative culture with clear communication and shared goals.
- **Strategic Visionary:** Aligns long-term vision with operational execution in dynamic environments.

## EXPERIENCE

**SaaS Startup in Seed Stage** | Co-Founder & Fractional COO | 07/2024 - | *Remote Helsinki Finland*

- Leading the development of the startup's operational foundations, processes, and commercial infrastructure.
- Driving effective go-to-market strategies, digital customer experience and ensuring the company is poised for sustainable growth and product-market fit.

**Winning by Design** | Revenue Architect in Residence (Pro Bono) | 06/2024 - | *Remote Helsinki Finland*

- Partnering with WbD to empower B2B companies with actionable frameworks and advice for GTM growth execution.
- Research and article production on strategies and approaches for AI in GTM

**Staffbase** | Vice President Revenue Operations & Enablement | 07/2023 - 03/2024 | *Remote Helsinki Finland*

- Led growth orchestration and empowered global revenue teams, overseeing 25 team members across 6 countries.
- Partnered with Sales, Customer Success, and Partner Leadership to scale operations and achieve commercial results globally.
- Implemented SPICED GTM methodology, led the consolidation of revenue tools, and enhanced productivity with operational optimization and enablement programs.
- Member of Global Revenue Leadership Team, reporting to the CRO.

**Staffbase** | Senior Director, Global Head of Sales Enablement 09/2022 - 12/2022 and Global Head of GTM Enablement & Productivity 01/2023 - 06/2023 | *Remote Helsinki Finland*

- Driving GTM Enablement, Sales Strategy and Revenue Execution across a global organization, impacting growth and productivity.
- Directed global GTM Enablement, Sales Strategy, and Program Management leading a team of 17 professionals in 6 countries.
- Developed and executed GTM Enablement strategies for Sales, Sales Development, Customer Success, and Partners.

**Oracle | Director GTM Strategy EMEA, Senior Manager | 01/2021 - 08/2022 | Remote Helsinki Finland**

- Led Customer Experience Strategy, Go-to-Market Design, Strategic Messaging, and Content development.
- Managed a team of 9 professionals, contributing to 10-170% ARR growth in CX Applications EMEA.
- Part of the EMEA Leadership team for Oracle CX Business and active Public Speaker at Oracle and Partner events.

**Oracle | Director GTM Strategy | 06/2018 - 12/2020 | Remote Helsinki Finland**

- Strategic business development and go to market program execution for CX Product lines. Product Strategy Development focusing on customer service & commerce products.
- Advanced Stakeholder management and leadership by influence
- Developed and led a customer retention program that contributed to 3-18% increase in renewal rates and double digit increase in expansion on target customer base.

**Oracle | CX Solutions Consultant | Senior 06/2015 - 07/2017 and Principal 08/2017 - 05/2018 | Stockholm, Sweden & Helsinki Finland**

- Customer Experience and Digital Transformation Pre-Sales Consulting.
- Contributed to pre-sales stage to large deals in customer service and sales automation.
- Facilitated Customer Centric Design and Digital Transformation Workshops in the Nordics & Western Europe.

**Career Break | Maternity Leave | 08/2014 - 05/2015 | Stockholm Sweden**

**Nordic Green Energy | CRM Manager | 01/2013 - 08/2014 | Stockholm Sweden**

- Head of customer relationship and customer life cycle strategy for Nordic Green Energy Group.
- Developed and launched a company-wide customer lifecycle management strategy, optimizing processes and operations.

**Nordic Green Energy | Business Development & Business Area Manager | 12/2008 - 12/2012 | Vaasa Finland**

- Led market entry activities, marketing, sales execution and customer support for the renewable energy startup, managing 25 employees.

## EDUCATION

**HULT International Business School: Executive Master of Business Administration 09/2015-09/2017 | London GB**

- Major General Management including Marketing, Strategy, Finance, Data Analytics and Innovation

**Åbo Akademi University: Master and Bachelor of Social Sciences 09/2002 - 01/2012 | Vaasa Finland**

- Major Social Policy. Minor Public Administration, Development Psychology, Sociology

## CERTIFICATIONS/COURSES

**Pavilion (Revenue Collective):** RevOps School 06/2024 - 08/2024

**Pavilion (Revenue Collective):** Enterprise GTM School 05/2024 - 08/2024

**Pavilion (Revenue Collective):** AI & Automation Strategies for GTM Leaders 04/2024 - 05/2024

**WINNING BY DESIGN:** Revenue Architecture Certification 05/2023-07/2023

**Pavilion (Revenue Collective):** CRO School 04/2023 - 07/2023

**Boardman:** Board of Directors Education 02/2021 - 05/2021

**Berghs School of Communication:** Project Management 09/2013 - 12/2013

## MEMBERSHIPS/VOLUNTEERING ROLES

**Boardman Alumni Network:** Member from 06/2026

**Pavilion Executive Network:** Executive Member from 12/2022

**Diamanten i Finland r.f:** Chairperson of board from 02/2022- and Board member 02/2018 - 01/2022

**Kristallen i Finland r.f:** Board member 04/2014 - 04/2016