Daniele Quartana

Revenue and Marketing Operations Leader | Go-to-market systems, data and AI

hello@danielequartana.com | danielequartana.com | linkedin.com/in/daniele-q | Surrey, UK | **Open to fully remote roles**

I've sat on every side of the funnel: seller, BDR manager and now global head of the systems behind pipeline. I run routing, data, tooling, reporting and process across marketing and sales, and use AI to run them faster.

Work Experience

Jun '24 – Present — **Tungsten Automation (formerly Kofax): Director, Marketing Operations (Global)** — *Remote, UK*

- Lead a team of 6 running the go-to-market systems behind global pipeline: routing, lead-to-account matching, enrichment, intent data and sales engagement
- Rebuilt lead-to-account matching from 39% to 94%, giving sales accurate routing, ABM targeting and account-level reporting
- Moved lead routing to Traction Complete, merging Eloqua and Salesforce rules across the Americas, EMEA and partners, with a named-account BDR model and real-time speed-to-lead alerts
- Consolidated 1,300 sales cadences into 16 and automated lead upload checks, giving BDRs 4+ hours a week back
- Cut hard bounces by 78% and unsubscribes by 73%, with 59% more unique opens on 31% fewer sends
- Own the martech stack, budget, renewals and vendors; brought AI into daily operations, rolling out Claude Code and turning two hours of event lead notes into two minutes

Mar '21 – Jun '24 — **Tungsten Automation (formerly Kofax): Business Development, Global and EMEA** — *Remote, UK*

- Program Manager, Business Development, Global (Sep '22 – Jun '24): ran sales and marketing operations for the global BDR programme, administering tools for around 200 users, building Salesforce, Power BI and Clari reporting for senior leadership, writing BDR to AE processes and SLAs, and calculating monthly BDR commission
- Manager, Business Development, EMEA (2023, alongside): led 15 BDRs to 86% year-on-year pipeline growth and $14M pipeline, the top BDR team globally
- Owned prospecting tool renewals through two acquisitions, and improved routing, scoring and lead-to-account matching using conversion data
- Senior Business Development Representative, EMEA (Mar '21 – Sep '22): beat the qualified appointment target by 34% on average and sourced the top deal of Q1 2022, $520k

Mar '19 – Mar '21 — **HyperX (Kingston Technology's gaming division): Key Account Manager, EMEA** — *Remote, UK*

- Top seller in the team two years running, at 114% and 117% of quota (targets of £900k and £1.3M)
- Built a sales analysis tool, now used across EMEA and US HQ, to improve forecasting and inventory planning

May '16 – Mar '19 — **Kingston Technology: Account Manager, UK, Nordics and Southern Europe** — *Hybrid, UK*

- Averaged 112% of target each year across flash, SSD, memory, server and encryption (targets of £1.1M to £1.7M), and closed the largest EMEA deal of 2017, $864k

Jan '15 – Jan '16 — **Sandhills East: Sales Representative, EMEA** — *Madrid, Spain*

Top performance bonus for beating Q3 and Q4 targets in Spain and Italy

Jun '14 – Jan '15 — **THG Sports: Sales Executive** — *Madrid, Spain*

Beat the regional target every month through outbound prospecting

Jan '07 – Aug '10 — **Anglian Windows, Morrisons and Primark: canvassing, telemarketing and retail sales** — *Woking, UK*

Education

2009 – 2014 — **University of Leeds: BA Spanish and Arabic**

First-Class Honours, distinctions in spoken Spanish and Arabic, years abroad in Egypt and Spain

2007 – 2009 — **Godalming College: A-levels**

Italian (A), Spanish (A), Philosophy (B)

Speaking and Recognition

Nov '26 — **Speaker, The Global ABM Conference (B2B Marketing): From outcomes to automation, building an AI-powered ABM studio in-house**

Jul '25 — **6sense RevOps RevHead, and Employee of the Quarter at Tungsten Automation (2025)**

Jun '25 — **Panellist, Revenue Operations Alliance Summit, London: optimising the tech stack for growth**

Skills and Qualifications

RevOps scope — Lead-to-opportunity process design (routing, SLAs, handoffs), forecasting and pipeline reporting, commission and bookings checks, data quality and enrichment, GTM stack and budget ownership, AI in operations

Certifications — 28 in total, including Salesloft Certified Administrator, Clari Admin, all four 6sense certifications, HubSpot Revenue Operations, six ZoomInfo certifications and Hands-on AI Masterclass I to III

Tech stack — Salesforce, Oracle Eloqua, Traction Complete, 6sense, Salesloft, Clari, ZoomInfo, LinkedIn Sales Navigator, Dun & Bradstreet, Power BI, Asana, Claude and Claude Code

Languages — Native: English, Italian, Sicilian. Fluent: Spanish. Intermediate: Portuguese, Arabic