

William "Doug" Parker

Delivered \$12M territory, Top 20 nationally. Designed the Sales Operations behind \$14.4M compensation.

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EXPERIENCE

Pella Corporation

Sr. Sales Incentive Specialist

Aug 2023 – Present, Pella, IA

- Took over a sales operations program including 65 reps and \$1.5M in incentive compensation; scaled to 400 reps and \$14.4M through process improvement and data infrastructure build-out.
- Replaced the third-party comp platform with an in-house model, saving \$300k annually with improved sales incentive reporting, spend forecasting, and zero payroll errors through the transition.
- Led cross-functional implementation from requirement scoping through go-live, including tool enablement, analytics, and governance.

Sales Enablement Systems Specialist

Aug 2022 – Aug 2023, Pella, IA

- Drove Salesforce adoption across franchise, specialty dealer and big box networks through targeted training and user enablement, turning a stalled CRM rollout into a workable tool with strong pipeline management and trusted KPIs.
- Served as the Sales voice in daily IT stand-ups, translating field feedback into go-to-market workflow changes, roadmap priorities, and data governance policy.
- Created and led Office Hours: 107 one-on-one coaching sessions across 31 branches, 4.98/5 impact score, format later scaled to other digital teams.

Sales Territory Lead

May 2021 – Aug 2022, Portland, ME

- Took on a player-coach role in a B2B territory while carrying a full book of business: monthly field visits, biweekly 1:1s, team leadership, and performance management evaluations submitted to corporate.
- Led a 2-rep team to the 2021 Sales Achievement Award where all three territories were recognized Top 20 nationwide, with 17% regional growth and #1 in core product sales.
- Built Salesforce pipeline dashboards and sales analytics reports for the regional team ahead of the enterprise rollout, later adopted and scaled org wide.

National Accounts Sales Rep

Mar 2020 – May 2021, Portland, ME

- Grew B2B installed sales channel 24% in 2020, outpacing in-store by shifting partner focus toward higher-margin selling opportunities.
- Hit quota with 7% overall category growth in the first full year, top tier of the national sales rep population.

Sales Development Program

Sep 2019 – Mar 2020, Pella, IA

- Joined via Pella's competitive national sales development program; one of four selected nationwide.

SKILLS

Sales Operations & Revenue: Incentive Compensation Design, Variable Comp Modeling, Revenue Operations, Pipeline Management, Sales Analytics

Sales Execution: B2B Sales, Account Management, Consultative Selling, Sales Process, Performance Management

Enablement & Adoption: Sales Enablement, CRM Adoption & Governance, Change Management

Tools: Salesforce Sales Cloud, Excel, Power BI, Power Query

EDUCATION

Texas Tech University, B.A. Advertising, Lubbock, TX