

MAREN (HANSEN) HOLTHUS

1837 Summit Street • Kansas City, Missouri 64108 • (620) 755-8420 • maren.hansen14@gmail.com

EXPERIENCE

Lattice (d/b/a Degree, Inc.)

San Francisco, California (Remote)

Senior Business Operations Manager

December 2023 – Present

- Oversee annual go-to-market strategic planning process. Quantify key growth initiatives and strategy, partnering with senior leaders to define success KPIs. Own cross-functional alignment and communication for effective plan execution.
- Design and execute annual compensation plan for 60-person account management team. Strategically realign compensation to drive a 7-point net dollar retention increase and incentivize an additional \$4 million in cross-sell revenue for the fiscal year.
- Create and maintain monthly performance scorecards to proactively identify business gaps and growth acceleration opportunities. Conduct monthly scorecard review session across go-to-market senior leadership team.
- Spearhead scorecard-driven initiative to overhaul discount matrix and approvals, reducing average discount given by 35%. Expect to generate an incremental \$1.5 million in revenue within the first year.
- Direct strategic transformation of 30-employee Sales Development organization. Deliver cost impact scenario analysis and recommend process / headcount optimizations to save estimated \$1.1 million within the fiscal year.

Business Operations Manager

May 2022 – November 2023

- Championed cross-functional top-of-funnel tiger team. Achieved 30% improvement in inbound lead: pipeline in six months via implementation of shorter SLAs, no-show process optimizations, and tighter activity standards.
- Drove rebuild of firmographic lead scoring model, establishing foundation for lead prioritization. Increased top-tier lead volume by 110% and top-tier lead pipeline win rate by 15%, generating an incremental \$1.2 million in annual revenue.
- Launched quarterly business review cadence for 300-employee go-to-market team. Partnered directly with President to diagnose key revenue trends, analyze department KPIs, and prepare quarterly Board of Directors materials.

Five Elms Capital Management

Kansas City, Missouri

Growth Equity Associate

June 2020 – May 2022

Growth Equity Analyst

June 2018 – May 2020

- Led market research, financial analysis, KPI tracking, process and operations improvement initiatives, investment thesis generation, and presentations to the Investment Committee and target portfolio companies.
- Partnered with portfolio company leadership to define and execute on growth strategy. Drove biweekly meetings with CEO/CFOs to discuss long-term strategy and operational improvements.
- Closed 12 platform and 4 follow-on investments totaling over \$100 million of invested capital.
- Developed framework for firm's internal training program through collaboration across all functional teams. Led annual training for three analyst and associate classes of 10+ new hires.

Select Portfolio Company Experience

- *Playvox – leading provider of workforce optimization software for global contact centers*
 - Ran diligence and execution for \$28 million acquisition of highly accretive Australian software platform. Managed cross-functional team of ten external vendors and eight internal employees.
 - Developed detailed growth strategy post-investment via outbound sales motion and standardized sales KPIs, taking company from \$2 million to \$20 million in revenue in under three years.
 - Elected to Board of Directors after serving as Board Observer for three years.
- *SingleOps – leading provider of end-to-end business management software for the green industry*
 - Facilitated switch to new payment processing system, allowing company to increase take rate per transaction by 60%, driving additional \$2 million in payments revenue within one year.
 - Coordinated detailed review of company's budget, including working with management to implement new pricing strategy that generated \$2.5 million in upsell potential in year one.

EDUCATION

The University of Kansas *Summa Cum Laude*

Lawrence, Kansas

Bachelor of Science, Finance and Accounting, GPA: 3.98/4.0

May 2018

Jennett Finance Scholars Program

May 2016 – May 2018

Business Leadership Program

May 2014 – May 2018

SKILLS

- Looker + LookML Data Visualization
- Microsoft Office + G-Suite
- Financial Planning + Analysis
- Project Management
- Business Writing + Communication
- Team + Vendor Management