

Joe Cosby-Johnson

Statistician-turned-RevOps operator · 5 years in RevOps

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THE WORK

Statistician-turned-RevOps operator. I build the dashboards, margin models, and deal-desk frameworks that help GTM leaders decide *what to invest in, what to price up, and what to walk away from* — and automate the recurring work with Python and Claude Code.

EXPERIENCE

Workstream

Apr 2024 — Present

Sales Strategy & Ops Manager ← GTM Strategy & Ops Analyst · Lehi, UT

Operator-level RevOps at an AI-first HR and Payroll startup — scope from CRO forecasting to deal desk to comp-plan design.

- Built and own executive dashboards in **Hex, Tableau, and Snowflake** tracking forecast vs. actuals, pipeline health, account-level gross margin, and renewal risk for weekly CEO/CRO/CFO revenue reviews.
- Run weekly revenue forecasting and variance analysis across marketing, sales, and CS; translate findings into executive-ready narratives and strategic recommendations.
- Built account-level gross-margin model and deal-desk qualification framework guiding pricing, renewal, and go/no-go decisions; designed segmented price-increase programs protecting unit economics at scale.
- Own sales comp-plan design and execution with finance and sales leadership; built **Python + Claude Code** automation for commission calc, contract classification, and recurring anomaly reporting.

Qualtrics

Apr 2022 — Apr 2024

Revenue Operations Senior Analyst ← Revenue Operations Specialist · Provo, UT

Promoted Specialist → Senior Analyst; owned the weekly global pipeline forecast for the CRO and the strategic dashboards behind go-to-market.

- Built and managed executive Tableau dashboards for Sales, Marketing, and Corporate Strategy — competitive intelligence, win rates, SAM/TAM, and sales performance for a **\$300M product line**.
- Conducted 150+ ad-hoc analyses across pipeline conversion, account prioritization, pricing, nonstandard deal cycles, and rep productivity.
- Owned weekly global pipeline forecast delivered directly to the CRO — **~900 reps** across industries and regions — concentrating executive attention on the highest-value motions.

Posit, PBC (formerly RStudio)

Feb 2021 — Mar 2022

Customer Success Associate · Remote

Joined the makers of RStudio to stay close to R and data science out of school; learned enterprise SaaS from the customer-facing seat.

- Managed **250+ customer accounts (\$1.5M ARR)**; negotiated renewals, surfaced churn risk, translated technical R/Python use cases into commercial outcomes.
- Built live demos of R workflows (Shiny, API deployment, ETL, environment management) — sharpened the technical-to-commercial translation carried into later RevOps work.

EDUCATION & RESEARCH

Brigham Young University

BS Statistics · Applied Stats & Analytics

Provo, UT · Graduated Jun 2020

Statistician · TA · Research Assistant (2019–2020). Sentiment analysis & hypothesis testing on 3,000+ Handshake postings. Taught Tidyverse, Monte Carlo, hypothesis testing to 100+ students. ML cluster analysis of Utah DHHS teen-health data.

Internships · BNSF Railway · Hall & Partners (2019)

Automated ETL of 20M+ row tables into Hadoop for Tableau/ML. Market-segmentation ML to identify buyer personas; conjoint analyses for product-config utility.

TOOLS OF THE TRADE

LANGUAGES SQL · Python · R · Bash · JavaScript

DATA & BI Snowflake · Hex · Tableau · Google Sheets

GTM Salesforce · Outreach · DocuSign · ZoomInfo · Apollo

AUTOMATION / AI **Claude Code** (daily) · Python · dbt · Prefect · Shiny · web scraping

OFF THE CLOCK

Spanish (full-time missionary, 2015–2017) · Handyman — electrical, framing, drywall · Pianist & violinist · Board game enthusiast.