

Daniel O'Sullivan

Profile

Sales Planning & Operations Leader at Apple, with a proven track record achieving results in a fast-paced environment. Responsible for a cross functional team of Project Managers, Change Managers, Data Scientists, and Data Administrators. Recognised for innovation amongst colleagues and business stakeholders. Able to interact with both technical, and business facing individuals. Self-motivated, and always seeking the opportunity for development.

Strengths:

- Building effective teams
- Stakeholder engagement
- Effective business communications
- Planning

Skills Summary:

- Excellent communicator, establishing lasting business relationships
- Clear analytical and diagnostics skills
- Program & Project Management
- Digital Transformation: Data focused

Career Highlights:

- Sales BPR Planning & Operations Manager on digital transformation projects. Consisting of “big data management”, the collection of Channel sales data, and the creation of regional end2end services. Delivered via data quality monitoring, process design, sales support, and business KPI reporting solutions. Aligning 26 countries to harmonise data, process, and reporting.
- Project Manager on CRM solutions (Sugar, and Salesforce). Track Lead for master data, sales automation and demand generation
- EMEIA regional lead on two global Core Data Management solutions (Informatica & Stibo). Defining source systems / data flows, and governing rules.
- EMEIA regional lead on Territory Management planning / sales coverage solutions

Employment History

Apple Distribution International EMEIA Sales BPR Planning & Operations Manager October 2018 – Present

Built a Sales BPR Planning & Operations team in Cork, Hollyhill. Part of a larger BPR organisation based in London, Battersea.

- Updating Sales and Finance business stakeholders regularly
- Assigning projects to team members
- Managing the overall portfolio of projects
- Defining the ongoing operational service requirements - 'Run the business activities' post project end
- Accountable for the operational management, and processing of sales data from Apple's EMEIA Channel
- Accountable for EMEIA master data / machine learning requirements on global projects
- Responsible for accurate Enterprise and Education sales coverage data to pay monthly compensation
- Supporting team members with career development and growth opportunities

**Apple Distribution International
EMEIA Sales BPR Project Manager
December 2012 – October 2018**

EMEIA track lead for global projects across 26 countries in region. EMEIA track lead responsible for providing Business Heads Up (BHU), and Business Requirements Document (BRD) to project and technical teams.

- Clarify complexities particular to the diverse range of needs for countries in EMEIA, to our global teams
- Delegate project work to contractor BAs (Business Analysts)
- Create and map customer journeys and user stories to understand business problems and needs
- Leading efforts with central sales management teams to define revised pipeline management processes, articulating system steps and country-specific nuances to technical teams
- Managing User Acceptance Testing (UAT) engagement for projects

**Apple Distribution International
EMEIA Sales BPR Business Analyst
July 2012 – December 2012**

The role's main responsibilities and deliverables included:

- Stakeholder engagement with both the business, and subject matter experts
- Working closely with IS&T (regionally) to drive change requests for a Parent-Child Hierarchy in region
- Working with sales management to define requirements for reporting solutions
- Report on common sources of technical issues and / or questions from the business teams
- Continue to manage all duties, and responsibilities of the EMEIA Sales BPR Data Analyst - Internship role, July 2011 – July 2012

**Apple Distribution International
EMEIA Sales BPR Data Analyst - Internship
July 2011 – July 2012**

The role involved analytical and administrative activities, supporting the Major Accounts Enterprise, and Education business teams in Europe.

- Manage the daily maintenance of sales account assignments, hierarchies, and territories
- Data analysis and cleansing of the related data throughout Apple's sales systems
- Provide first and second line support to sales teams with data and system related queries

Education

- Postgraduate in Project Management (Honours, Special Purpose Award, Level 8), 2017 - 2018
Munster Technological University, Cork
- Project Management Professional Course 2015
Chamber of Commerce, Cork
- Bachelor of Business in IT, and Management (Honours, Level 8) 2006 - 2010
Munster Technological University, Cork

Hobbies & Interests

- Songwriting, and live performance
- Drama – LAMDA, Medallion with Honours