

# Marcus Reid

## Sales Finance Manager

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## Profile

Sales finance manager with 10 years of experience aligning financial forecasting with sales objectives. Specializes in pricing strategies, revenue analysis, and supporting high-performing sales teams with data-driven insights.

## Key Skills

- Pricing analysis
- Revenue forecasting
- Sales support
- Financial modeling
- Salesforce reporting

## Professional Experience

**Sales Finance Manager | Redline Software | City, ST**

**January 2017 – Present**

- Partnered with sales team to improve pricing models, resulting in 12% gross margin increase
- Created revenue forecasts used in board-level decisions for new product launches
- Developed custom dashboards in Salesforce for executive reporting

**Financial Analyst | CoreData | City, ST**

**July 2013 – December 2016**

- Built commission plans for a 35-person sales team
- Tracked and reported monthly sales KPIs and forecasts
- Supported annual revenue planning and ad hoc data requests

## Education

**Bachelor of Science (B.S.) in Finance**

**May 2013**

Riverside University, City, ST