

ROSEMARIE RIVERA

DIRECTOR-LEVEL SALES COMPENSATION & COMMERCIAL OPERATIONS LEADER

Strategic and data-driven leader with over 10 years of experience designing incentive compensation programs, managing quota methodology, and optimizing commercial operations across med-tech and SaaS-aligned industries. Proven success in partnering cross-functionally with Sales, Finance, and HR to scale comp plans, improve GTM effectiveness, and drive adoption across diverse sales teams. Experienced remote leader with a track record of executing high-impact programs in dynamic, high-growth environments.

PROFESSIONAL EXPERIENCE

PHILIPS Image Guided Therapy – Remote

Dec 2021 – Present

Senior Manager, Sales Compensation & Commercial Operations

Lead sales compensation design, quota methodology, and territory planning for a \$77M U.S. business segment with 600+ commercial employees. Drive annual plan design, quarterly quota refreshes, and cross-functional alignment across Sales, Finance, and HR. Lead a team of analysts responsible for plan deployment, reporting, and field support.

- Spearheaded sales incentive and quota strategy for four newly launched business units; redesigned plans post-acquisition to align with product portfolio shifts.
- Built dynamic commission cost models and performance simulators using Excel and Tableau to support five product launches and executive decision-making.
- Reduced turnaround time for quarterly quota and comp plan deployment by 30% through process optimization and stakeholder coordination.
- Created quarterly performance dashboards evaluating plan effectiveness against KPIs; insights drove quota adjustments and plan refinements.
- Led quarterly training and communication rollouts to ensure plan clarity and sales team engagement across all regions.

INTUITIVE SURGICAL – Norcross, GA

Jan 2020 – Dec 2021

Senior Analyst, Global Sales Compensation Design

Global lead analyst supporting incentive design for 2,000+ sales reps across 260+ comp plans. Owned U.S. plan execution and analytics while supporting APAC and EMEA partners. Delivered data-driven recommendations to senior leadership using simulation models and comp effectiveness reporting.

- Designed and modeled comp plan scenarios in Excel and Tableau; aligned recommendations with Sales and Finance executive goals.
- Translated stakeholder feedback into action through clear documentation, scenario testing, and seamless integration into Anaplan payout models.
- Developed compensation dashboards and educational resources to boost rep understanding of plan mechanics and quota logic.
- Led training for U.S. sales org on comp plan strategy, quota methodology, and SPIFF design; supported annual planning cycle execution.

Website: <http://www.rosemarierivera.com>

LinkedIn: <https://www.linkedin.com/in/rosemarierivera/>

SAIA – Johns Creek, GA

Feb 2019 – Jan 2020

Business Intelligence Sales Analyst

Managed sales analytics, quota setting, and comp revenue reporting for 500+ reps. Partnered with Sales and C-Suite to refine incentive structures and improve operational performance.

- Built and maintained 100+ Tableau dashboards to support field sales, marketing, and executive KPIs.
- Delivered ad hoc analysis and data narratives used in Board presentations and quarterly performance reviews.
- Owned field and national quota deployment, commission calculations, accruals, and President's Club tracking.

Prior Roles:

STATE FARM – Johns Creek, GA

Mar 2006 – Aug 2017

Workforce Planning Analyst / Senior Claims Analyst

LIBERTY MUTUAL – Suwanee, GA

Aug 2017 – Nov 2018

Senior Casualty Claims Analyst

EDUCATION & SKILLS

EMORY UNIVERSITY – Certificate of Data Analytics and Business Intelligence – 2018

GEORGIA STATE UNIVERSITY – Bachelor of Business Administration – 2009

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|--------------------------------|---------------------------|
| ▪ Tableau & PowerBI | ▪ SQL (SAP / Snowflake) |
| ▪ Microsoft Excel & PowerPoint | ▪ Executive Compensation |
| ▪ Anaplan | ▪ Financial Modeling |
| ▪ Workday & ADP | ▪ Database Administration |
| ▪ Salesforce & Microsoft CRM | ▪ Business Intelligence |
| ▪ SharePoint | |

CORE COMPETENCIES

- Sales Compensation Design
- Quota & Territory Planning
- GTM Strategy Alignment
- Cross-Functional Leadership
- Commercial Operations
- Incentive Modeling & Forecasting
- Sales Enablement & Execution
- Remote Team Management
- Performance Analytics
- Sales Plan Communication & Training

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