

MARK SCHOFIELD

Operations & Organizational Architecture

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Operations leader and organizational architect with 17 years of experience diagnosing what is broken in how teams and organizations work, then rallying people into aligned action. Track record of leading cross-functional transformations, building new business units from concept to market, and delivering measurable results using AI-augmented methodologies at PE-backed and growth-stage companies. Deep domain expertise in real estate, financial services, SaaS, and construction. Practitioner of Lencioni's organizational health frameworks. BComm, Entrepreneurial Management. Licensed Alberta Mortgage Broker.

CORE COMPETENCIES

Organizational Health & Team Development | Revenue Operations & Attribution | Cross-Functional Transformation | Salesforce Ecosystem & CRM Strategy | Process Design & Systems Architecture | SaaS Vendor Negotiation | AI-Augmented Operations | New Business Unit Creation | P&L Management | Executive Stakeholder Communication

PROFESSIONAL EXPERIENCE

Marketing Specialist / RevOps Architect | *Alta West Capital* Apr 2026 to Present

PE-backed private lender (TriWest Capital Partners). Transitioned from Business Optimization Lead to lead a 6-month RevOps transformation proving marketing as a revenue driver.

- **RevOps transformation:** Designing and building revenue attribution infrastructure from scratch, connecting marketing activities to funded deals for the first time through campaign tracking, lead scoring, and a broker lifecycle model across Salesforce and Pardot.
- **Team restructuring:** Rebuilt marketing operating model after key departure; mapped 45 functions across four pipeline stages and redistributed to a three-person team using Working Genius and zone-of-competence analysis.
- **AI-powered competitive intelligence:** Delivered institutional-grade competitor analysis covering 9 Canadian MICs across 25 data fields using structured AI methodology. Replaced two failed platform attempts. Saved 40+ hours of manual research and shifted cadence from quarterly to monthly. Presented findings at company-wide townhall.
- **Corporate website rebuild:** Led full redesign of 8-page corporate website using AI-assisted development. Delivered in 2 months at \$1,500 versus the original 6 to 8 month, \$8-10K agency estimate. Beat every deadline.

Business Optimization Lead | *Alta West Capital* Feb 2023 to Mar 2026

Reported to CEO. Led cross-functional transformation spanning operations, technology, marketing, and partner management.

- **Salesforce transformation:** Led full-scale CRM implementation across all business units (\$400-600K+/yr TCO), serving as primary liaison between implementation partners, business unit leaders, and end users.
- **New business unit creation:** Conceived and built AWC's solar bridge lending division from concept to market. Developed multi-tab underwriting model (validated by CRO), recruited 4 solar installer partnerships, evaluated three expansion paths, and positioned the unit for a proprietary fintech platform.
- **SaaS partner management:** Directly negotiated and managed 9+ vendor relationships including multi-year, 7-figure licensing agreements and AppExchange procurement.
- **Marketing leadership:** Set 90-day OKRs with measured outcomes. Results: 40% social follower growth, 27% loyalty program member growth.

Associate Account Partner | *Salesforce (via Traction on Demand)* Apr 2021 to Jan 2023

Traction on Demand acquired by Salesforce in 2022. Transitioned from mid-market to enterprise sales through the integration.

- 117% of quota with enterprise insurance clients across the US East Coast.
- Collaborated cross-functionally across Product, Strategy, and Services to acquire and expand client relationships.
- Co-sold with Salesforce Account Executives to establish ACV and cultivate long-term strategic partnerships.

Business Development Manager | *Sunview Custom Cabinetry* Sep 2020 to Mar 2021

- Hit annual quota in first 6 months; developed 15 new partnerships with high-end custom home builders.

Estimator & BD Coordinator | *Golden Triangle Construction*

Aug 2018 to Aug 2020

- Designed and submitted 51 RFP proposals to Alberta Infrastructure standards; collaborated on closing 22 construction bids.
- Co-created brand guidelines and marketing materials for land development and single-family home divisions.

VENTURES & REAL ESTATE

Co-Owner & Operator | *Gravitas Group (Multi-Family Rental Portfolio)*

2021 to Present

- Built and managed 22-unit multi-family rental portfolio across Calgary. Maintained sub-1% vacancy rate since inception.
- Built bespoke property management platform using AI (Claude), replacing commercial PM software (\$3-5K/yr savings). Covers financial dashboards, tenant management, maintenance tracking, and document management.
- Licensed Alberta Mortgage Broker with expertise in CMHC programs, debt structuring, and lender relationships.

Co-Founder | *GVRD Snow Patrol (Commercial Snow & Ice Management)*

Founded

- Exceeded year one sales target by 75% (\$350K actual vs \$200K budget). Full break-even on startup costs in year one.
- 100% accounts receivable collected within contract terms. Built and executed 1-3 year business planning strategy. Business still active.

EARLIER CAREER

Co-founded two startups, both achieving profitability. Managed team of 7 with full P&L responsibility for \$22M O&G services company. \$20M+ in cumulative sales across O&G and real estate. \$9M+ raised in investor capital and donations across ventures.

BOARD & COMMUNITY LEADERSHIP

COO & Board Member | *Lighthouse Voyage*

2017 to 2025

- Set executive vision, strategy, and organizational structure for international non-profit. Co-created board governance model. Fundraised \$1M+ from HNW individuals.

Building Committee Chair | *All Saints Anglican Church*

Current

Advisory Board Member, Canadian Mentor Network (2020 to 2022)

EDUCATION

Bachelor of Commerce, Entrepreneurial Management

2025

Royal Roads University | Dean's Entrance Scholarship Recipient

Diploma, Marketing Management (Entrepreneurship)

2010

British Columbia Institute of Technology (BCIT)

FRAMEWORKS & TOOLS

Lencioni Organizational Health (The Advantage, Working Genius) | Salesforce CRM & Pardot/Account Engagement | Monday.com | HubSpot Customer Flywheel | AI-Augmented Operations (Claude, Copilot) | Licensed Alberta Mortgage Broker