

Adam Dustin

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SUMMARY

Revenue Operations and Deal Desk leader with a career-long focus on the healthcare payer, provider, and health-system market — most recently owning \$10M+ deal negotiations and Salesforce administration at a healthcare patient-experience company through four acquisitions, one of them extending services directly to health insurers. Builds standardized KPI frameworks and reporting across Power BI, Tableau, and Streamlit, and has repeatedly stepped into leadership continuity when formal management wasn't there to provide it. Currently building agentic data pipelines and AI-assisted workflows on public healthcare datasets (see adamdustin.me) to bring that same operational discipline to how the data itself gets watched and reported on.

EXPERIENCE

Eleos Health, **GTM Operations Analyst**

May 2026 – Present

- Built Customer Success dashboards in Streamlit reporting on client risk, NPS, renewals, concessions, cancellation risk and mitigation strategies, and NRR for a behavioral-health technology company.
- Operating without a dedicated Ops Director, informally directing team priorities on data and reporting alongside core responsibilities.
- Audited existing processes, metrics, and the team's GitHub repo, correcting inaccurate reporting before it reached leadership.

PG Forsta (formerly Press Ganey; acquired by Qualtrics, May 2026), **Senior Manager, Deal Desk**

Aug 2023 – May 2026

- Owned Deal Desk for negotiations exceeding \$10M with payer, provider, and health-system clients, contributing to \$100M+ growth in Annual Recurring Revenue.
- Rose to lead revenue operations through a sustained lack of permanent leadership, managing the RSS team (sales admin/Customer Success support) and redesigning the process from Salesforce input through proposals, contracting, and approval routing.
- Navigated leadership through 4 acquisitions, including PG Forsta's own acquisition by Qualtrics and HyperLift, which extended the company's services directly to health insurers — standardized Salesforce instances, processes, and reporting across the merged organizations.
- Created every board of directors deck reporting on client retention and growth, and provided market analysis and TAM sizing directly to investors.
- Partnered with the consulting team on client scoping and discovery calls with health systems and provider organizations, crafting pricing and packaging for RFPs exceeding \$20M in ARR.
- Owned DAX and Power Query development for Power BI dashboards used in quarterly business reviews, standardizing metric definitions for sales leadership.

PG Forsta, **Senior Operations Analyst**

Dec 2021 – Aug 2023

- Delivered a cost-saving initiative worth \$5M+ in total savings, staging margin and deal data via SQL for analysis in Power BI.
- Supported forecasting, risk-exposure, and client-retention ad hoc analysis by staging large datasets via SQL/SOQL for Power Query and Power BI.
- Built a scalable client portfolio application in Power Apps, consolidating sales, delivery, and marketing data into a single reusable Power BI-connected view to reduce duplicated reporting effort.

Jubilant HollisterStier, **Sales Operations Analyst**

May 2018 – Nov 2021

- Worked side-by-side with the Midwest sales leader to coach team execution; built a demand planning and forecast model using Holt-Winters seasonal forecasting, improving forecast accuracy by 5% and saving \$1M annually in production costs.
- Led Whitespace reporting and sales strategy sessions using Tableau Desktop visualizations, contributing to a 14% increase in sales growth within the first year.
- Owned data governance and lineage for the Salesforce CRM implementation, validating data feeding downstream Tableau and Power BI reporting.

EDUCATION

Eastern Washington University

Finance/Economics • 2018

SKILLS

Power BI • DAX • Tableau • Tableau Prep • SQL • SOQL • Python • R • Power Automate • Power Query • Power Apps • Streamlit • ETL / DBT • GitHub • Amazon Athena • Amazon S3 • SAP • Excel • Salesforce • Superset • Airtable • Airbyte • Decision Science