



STRATEGIC DOSSIER

STRICTLY CONFIDENTIAL // ACCESS_LVL_4

CANDIDATE

[REDACTED]

POSITION

**Business Operations
Analyst**

COMPANY

Varonis

GENERATED

02/02/2026

• STRATEGIC VERDICT

DATA-HEAVY PIVOT CANDIDATE: SQUARE PEG FOR SALES OPS HOLE

6.5

FIT SCORE

"CANDIDATE HIDDEN INTEL: The Candidate is attempting a high-difficulty pivot from Creative Arts (Animation) to Data Analytics, and now to Business Operations. While the IQ and technical aptitude (Python, SQL) are high, the profile screams "Back-End Data Scientist" rather than "Front-Line Sales Operations Partner." The recent retail experience at 'Dreams' is a hidden asset if framed as 'Direct Sales,' but currently, it reads as a survival job.

*TARGET COMPANY: Varonis is a high-velocity Cybersecurity SaaS. Their Business Ops team (based on peer analysis of James R. and Ben H.) recruits from *internal Sales Development Reps* (TDRs) or those with strong commercial DNA. They need 'Sales Enablers,' not just 'Data Processors.' The Candidate's lack of Salesforce Administration and B2B context is a significant friction point."*

1. EXECUTIVE SUMMARY

The candidate's resume is optimized for a Data Analyst role, highlighting SQL/Python/R, which are tertiary needs for this specific JD. The JD demands 'Operational Partnership,' 'Salesforce,' and 'QBR Presentation.' The candidate is over-qualified on coding and under-qualified on Sales Operations Strategy. The narrative must shift from 'I analyze data' to 'I optimize Revenue Engines.'

STRATEGIC PILLARS

- Reframe 'Dreams' role from Retail Consultant to 'Sales Execution' to align with peers.
- Highlight 'Animation' background as a 'Data Storytelling' superpower for Executive QBRs.
- Aggressively insert 'Salesforce' and 'CRM' context; currently missing.
- Target London-based peer James Randolph to understand the Sales-to-Ops pipeline.
- Mitigate the 'Student' vibe: project professional 'Business Partner' authority.

2. FLAW & BACK DOOR ANALYSIS

• THE TRAP

"The 'Tool-First' Fallacy. The Candidate lists RStudio, Python, and SQL as primary value props. The Hiring Manager needs someone to manage territory assignments, run QBRs, and fix Salesforce errors. A Python script won't fix a broken sales territory map in SFDC."

The JD asks for 'Polished Presentation' and 'Operational Partnership.' Technical skills are listed *last* in the JD requirements.

• THE BACK DOOR

"The 'Moneyball' Pivot. The team is comprised of former Sales Reps (James R., Ben H.). They likely struggle with the *hard data* analysis. The Candidate can position himself as the 'Technical Force Multiplier' who handles the complex modeling the ex-sales guys can't do, provided he shows respect for the sales process."

Acknowledge the Sales DNA of the team and pitch the Technical skills as 'Sales Acceleration Tools' rather than 'Data Analysis Projects.'

3. HUNTER'S ASSET ANALYSIS

• HIDDEN STRENGTH 1

Visual Storytelling (Animation BG)

Highly unique transferable skill. Business Ops is 50% slide design for QBRs. Framing 'Animation' as 'Executive Data Visualization' turns a weird career history into a killer differentiator.

• HIDDEN STRENGTH 2

Direct Revenue Generation (£400k+)

Unlike typical Analysts who only observe data, the Candidate has *carried a quota* (at Dreams). This provides empathy with the Sales Managers he will support.

• HIDDEN STRENGTH 3

Heavy Quantitative Stack (SQL/Python)

While overkill for entry-level Ops, it suggests he can automate the manual Excel grinding that likely plagues the current team.

• HIDDEN STRENGTH 4

M.Sc. Business Analytics

Provides the academic shield against the 'lack of experience' argument. Validates the pivot from Arts to Business.

• HIDDEN STRENGTH 5

Recent Internship (Squake)

Experience with 'TAM/SAM/SOM' and 'Market Entry' aligns with the JD's 'Strategic Alignment' requirement.

4. CANDIDATE POSITIONING (1/2)

MARKET RATE ANALYSIS

GBP £35,000 - £45,000/year. (Junior Analyst London/Hybrid).

CRITICAL RESUME EDITS (COPY-PASTE READY)

LINKEDIN HEADLINE (Copy this exactly):

"Business Operations Analyst | Revenue Intelligence & CRM Strategy | M.Sc. Analytics | Ex-Rockstar Games"

RESUME SUMMARY (Copy this exactly):

"Revenue-focused Operations Analyst combining advanced data modeling (SQL, Python) with frontline sales experience (£400k+ generated). Specialist in transforming raw CRM data into Executive QBRs and actionable territory strategies. Proven ability to optimize workflows and drive forecast accuracy for high-growth commercial teams."

4. CANDIDATE POSITIONING (2/2)

EXPERIENCE SECTION - Sales Operations Analyst (Contract) | Dreams | Dec 2024 – Present (Copy these bullets exactly):

- Analyzed sales funnel data to optimize conversion tactics, directly contributing to £400k+ in generated revenue and a 20% increase in transaction value.
- Partnered with regional leadership to identify product-market fit gaps, using data-driven insights to refine sales playbooks and exceed team targets by 25%.
- Operated as a de-facto CRM power user, maintaining data integrity and tracking daily sales velocity to support accurate weekly forecasting.

SKILLS SECTION (Copy-paste this entire block):

- [REDACTED]
- **CLASSIFIED: Available in full dossier only**
- [REDACTED]

WARNING

CRITICAL: Remove '3D Animation' details. They dilute the 'Business' profile score. Replace with 'Data Visualization' where possible.

5. RECRUITER INTELLIGENCE



Brian Keefe
RECRUITMENT MANAGER (GLOBAL)

FILTER & FEAR

THE FILTER



THE FEAR



PSYCHOLOGICAL PROFILE

CLASSIFIED:
Available in full
dossier only

BEHAVIORAL EVIDENCE

LINKEDIN ACTIVITY ANALYSIS

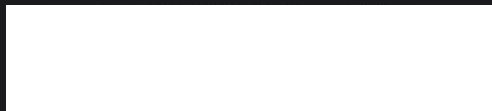


PATTERN RECOGNITION



RESPONSE PATTERN PREDICTION

OPTIMAL OUTREACH TIME



TARGET MESSAGE LENGTH



OUTREACH OPTIMIZATION

VARIANT A (PROFESSIONAL)



VARIANT B (CULTURAL FIT)



RECOMMENDATION

Variant B. Varonis is a sales culture.

6. COMMUNICATION ARCHITECTURE

HOOK

Saw Varonis made the Inc 5000 again – building the Ops backbone for that growth is my specific focus.

BRIDGE

Combining recent £400k sales experience with an M.Sc in Analytics to bridge the gap between Reps and Data.

ASK

Open to a 5-min intro on how the Ops team supports the 2026 territory plan?

LINKEDIN CONNECTION REQUEST (300 CHARS)

FULL MESSAGE SCRIPT

**CLASSIFIED:
Available in full
dossier only**

FOLLOW-UP (NO RESPONSE)

SUBJECT LINE STRATEGY

OPTION A (SKILL-BASED)

OPTION B (INITIATIVE-BASED)

OPTION C (VALUE-PROP)

HUNTER RECOMMENDATION

"Option A (Cultural Fit is the biggest hurdle)."

7. NETWORK ACCESS MATRIX

James Randolph
BUSINESS OPERATIONS ANALYST
PEER CONNECTOR

RECENT INTELLIGENCE SIGNAL
[REDACTED]

STRATEGIC ROI
[REDACTED]

RATIONALE
[REDACTED]

CONNECTION PATH
Direct

3-STEP ENGAGEMENT
[REDACTED]

CLASSIFIED: Available in full dossier only

[REDACTED]

Melanie Grammaire
SENIOR BUSINESS OPERATIONS ANALYST
INFLUENCER

RECENT INTELLIGENCE SIGNAL
[REDACTED]

STRATEGIC ROI
[REDACTED]

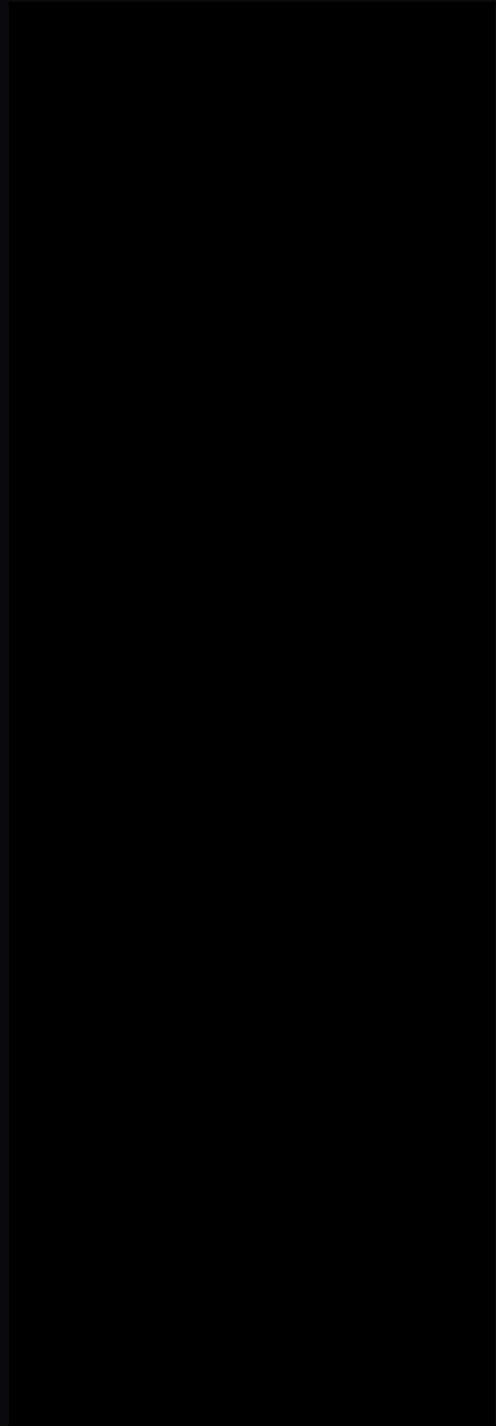
RATIONALE
[REDACTED]

CONNECTION PATH
Cold

3-STEP ENGAGEMENT
[REDACTED]

CLASSIFIED: Available in full dossier only

[REDACTED]




8. INTERVIEW SIMULATION

• THE KILL QUESTION (THE TRAP) 

"Our Sales VPs hate complex dashboards. How do you convince a non-technical VP to use your data insights?"

• THE PIVOT SCRIPT (THE BACK DOOR) 

"I learned this on the floor at Dreams. Numbers don't sell, stories do. I don't send VPs a spreadsheet. I send them a 'Green/Red' scorecard that shows exactly which territory is dragging down their bonus. I use my visualization background to make the data impossible to ignore."

• THE REVERSE UNO (HIGH VALUE ASK) 

"I noticed the team has a mix of former TDRs and Analysts. What is the current biggest bottleneck in the QBR process—data accuracy or data retrieval?"

9. 90-DAY CAREER ARCHITECTURE (1/2)

PHASE 1: DAY 1-30

TACTICAL HUNT

FOCUS

REBRAND: From 'Animator/Data Guy' to 'Revenue Operations Pro'.

ACTION

1. Rename 'Dreams' role on LinkedIn to 'Sales Operations Associate' (it's true if you analyzed data). 2. Connect with James Randolph (Peer). 3. Apply with a resume stripped of '3D Animation' jargon.

PHASE 2: DAY 31-60

STRATEGIC POSITIONING

CLASSIFIED: Available in full dossier only

PHASE 3: DAY 61-90

CAREER TRAJECTORY

CLASSIFIED: Available in full dossier only

WEEK-BY-WEEK BREAKDOWN

DAYS 1-30: THE REBRAND & HUNT

- **Objective:** Erase the 'Student/Gamer' stigma. Project 'SaaS Professional'.
- **Tactical Moves:**
 - **Resume Surgery:** Delete '3D Animation Specialist' detailed bullets. Keep it as one line to show work history. Expand 'Dreams' role to focus on *CRM, Funnel Analysis, and Targets*.
 - **Target List:** Varonis (Primary), plus 5 Competitors (Darktrace, CrowdStrike, Okta, Datadog, Zscaler).
 - **Peer Intel:** Message James Randolph. Script: "Hi James, fellow Ops Analyst here. Saw you pivoted from TDR to Ops – rare move. How heavy is the SQL usage in the London team?"

9. 90-DAY CAREER ARCHITECTURE (2/2)

DAYS 31-60: SKILL INJECTION

CLASSIFIED: Available in full dossier only

DAYS 61-90: INTERVIEW & CLOSE

CLASSIFIED: Available in full dossier only

10. EXECUTION CHECKLIST

IMMEDIATE ACTIONS (Complete in next 24 hours):

- Step 1:** Resume Overhaul *Why/Target: Remove 'Animator' focus, rename 'Dreams' role to 'Sales Operations Associate'. Verify/Timing: Complete by Tuesday 12:00 PM Script: N/A*
 - Step 2:** Salesforce Trailhead *Why/Target: Earn 'Salesforce Associate' badge to pass ATS filter. Verify/Timing: Complete within 48 hours Script: N/A*
-

OUTREACH SEQUENCE (Week 1):

- Step 3:** LinkedIn Connect *Why/Target: James Randolph (Peer) Verify/Timing: Tuesday 10:00 AM Script: Connection Request Script*
-

FOLLOW-UP PROTOCOL (Week 2-3):

- Step 5:** Value-Add Follow-up *Why/Target: If no reply from Brian Keefe in 5 days. Verify/Timing: Next Monday Script: Follow-up Message*
-

QUALITY ASSURANCE:

- Step 4:** Keyword Audit *Why/Target: Ensure 'QBR', 'Pipeline', and 'Forecasting' appear 3x each. Verify/Timing: Wednesday 9:00 AM Script: N/A*
-

11. THE ATS FINGERPRINT

DETECTED SYSTEM	TARGET ENTITY
Greenhouse (Likely for Tech companies)	Varonis
ANALYSIS PERIOD: Q1 2026	
WEIGHT: 40%	
1 Sales Operations Core	
PLACEMENT REQUIREMENT	EXACT PHRASES
Summary & Experience	CLASSIFIED: Available in full dossier only
<i>Context: Must appear in context of 'driving' or 'analyzing'; not just 'learning'.</i>	
WEIGHT: 30%	
2 Analytical Tools	
PLACEMENT REQUIREMENT	EXACT PHRASES
Skills Section	[REDACTED]
<i>Context: Critical for the 'Analyst' part of the title.</i>	
WEIGHT: 30%	
3 Soft Skills / Strategy	
PLACEMENT REQUIREMENT	EXACT PHRASES
Bullets	[REDACTED]
<i>Context: Required to prove 'Business Partner' capability.</i>	

APPENDIX: SECTION DEFINITIONS

1. EXECUTIVE SUMMARY	Your strategic positioning verdict: fit score, fatal gaps, and the single narrative shift required.
2. FLAW & BACK DOOR	The critical profile error costing you 60% of opportunities + the exact pivot to fix it.
3. ASSET ANALYSIS	Your top 5 hidden competitive advantages recruiters are missing in your profile.
4. POSITIONING	Market value analysis, resume optimization, and ATS keyword injection.
5. RECRUITER INTEL	Psychological profile and behavioral drivers of the hiring manager.
6. COMM ARCHITECTURE	Structured messaging scripts (Hook-Bridge-Ask) for outreach.
7. NETWORK MATRIX	Strategic map of decision makers and influencers to target.
8. INTERVIEW SIM	Preparation for the 'Kill Question' and 'Reverse Uno' tactics.
9. CAREER ARCHITECTURE	90-day roadmap: immediate applications, domain positioning, and long-term trajectory path.
10. EXECUTION CHECKLIST	Tactical step-by-step actions for the next 24 hours to 3 weeks.
11. ATS FINGERPRINT	Target company's ATS logic decoded: rejection triggers, keyword thresholds, and bypass tactics.