**Employee Spotlight**

**Meet Our Sales Team – Sales Infrastructure / Sales Analytics**

In the fourth installment, in our series of articles about our Sales teams, we focus on the Sales Infrastructure/Sales Analytics group.

In today’s world of commerce, data and business go hand in hand, and the ability to analyze and act on data is increasingly important to success in the marketplace.

EVO’s Sales Infrastructure/Sales Analytics team manages the Sales Systems and processes for various EVO sales teams and is our source for end-to-end reporting about our merchants and partners.

The team provides EVO sales teams and management with the reporting and strategic analysis needed to make informed decisions that drive the company forward, improve efficiency, and increase profits.

The Infrastructure/Analytics team works with the sales and operations teams in all our North America Offices including Dallas, Portland, Tampa, Denver, New York and in process our Mexico and Canada offices. In addition, they manage the platforms that connect to Salesforce, such as Adobe Sign, Clearslide, and Pardot, the EVO marketing platform.

They are also responsible for setup and training of all new users on the processes within Salesforce and the integrated apps, such as Adobe Sign.

**Sales Infrastructure/Sales Analytics**

**Jon Carpenter** – Jon is a 12-year EVO veteran based out of the Portland, Maine office. Jon started in 2006 in Technical Services with PowerPay. He’s worked in Project Management and Partner Implementation for EVO. He serves as Senior Manager, Sales Analytics and is the lead and SME for all sales reporting and analytics for EVO. Jon has received extensive training and certification to lead EVO into our next stage of understanding our customers and partners through Analytics.

**Chris Santos –** Chris joined Sterling/EVO in 2017. He is based in Tampa and serves as the Salesforce Administrator/Developer for EVO. Chris has been working with the Salesforce platform since 2013 as a super user, and when his former company lost their Salesforce Admin, Chris volunteered to take on that role. He started studying on his own at night and took advantage of Salesforce’s Veterans outreach program (Vetforce) to attend their courses and become certified. In 2017, Chris was recognized by Salesforce at their annual conference, Dreamforce, as one of their top users and a success story of their Vetforce program. He currently holds three certifications and is responsible for the building and maintenance of our Salesforce platform.