

Christopher Ng

Director, Revenue Strategy & Operations

New York City, NY, United States | [LinkedIn](#)

Revenue strategy and operations leader with 10+ years driving monetization, marketplace dynamics, sales strategy and operational efficiency at high-growth companies including Zillow, Twitter, and WeWork.

EXPERIENCE

Director, Revenue Strategy & Operations

Jan 2023 — Present

Zillow Group

New York City Metropolitan Area

Built a three-year operating plan for Zillow's \$1B/yr advertising business recommending a transition to post-pay marketplace model. Grew Preferred revenue 380% over three years and increased per-transaction take rate from 33% to 37%+, driving \$28M annual incremental revenue. Managed a 12-person revenue operations team and reduced monthly forecast error from 10%+ to 3-4%.

Director, Head of Revenue Strategy & Operations

Feb 2022 — Sep 2022

StreamElements

New York, United States

Built out revenue strategy team capabilities across sales pipeline analytics, revenue forecasting, and strategic account planning. Defined 7 key revenue metrics and established weekly executive reviews. Supported shift to performance advertising resulting in 150% YoY growth and increased advertiser leads by 440%.

Senior Manager, Revenue Strategy & Operations | Revenue Products

Mar 2020 — Feb 2022

Twitter

New York City Metropolitan Area

Owned global OKRs for product adoption and revenue growth, delivering insights to executive leadership. Developed playbook for product testing and GTM processes across multiple teams. Led data assessment to identify gaps in reporting and metric ownership. Guided team through 230% headcount growth and major organizational restructure.

Manager, Business Operations | Growth Technology

May 2019 — Feb 2020

WeWork

New York City Metropolitan Area

Executed go-to-market strategy for first online self-service purchasing experience, reaching \$1M+ run rate. Built resourcing proposal covering long-term priorities across product pods earning CTO approval for 50+ headcount. Managed \$30M+ budget and developed feedback loops across tech, sales, and marketing.

Business Operations Associate

Jun 2018 — May 2019

Vettery (merged with Hired)

New York City Metropolitan Area

Led account scoring and segmentation initiative resulting in 11% revenue increase. Developed sales quota setting, territory management, and account rules of engagement. Managed multiple teams to expand Vettery footprint from 15 to 40 markets.

Consultant | Banking & Securities Industry

Jul 2014 — Jun 2018

Deloitte

Greater New York City Area

Served as key partner to top banking and securities clients focused on strategy, operational efficiency, and analytics. Worked across multiple engagement types supporting client transformation and performance improvement initiatives.

EDUCATION

NYU Stern School of Business

Master's Degree in Accounting

NYU Stern School of Business

Bachelor's Degree in Finance & Accounting

New York University, Leonard N. Stern School of Business

Master of Science in Accounting, Bachelor of Science in Finance & Accounting

CERTIFICATIONS

Certified Public Accountant, NASBA

SKILLS

Financial Analysis · SQL · Financial Modeling · Data Analysis · Investments · Valuation · Economics · Finance · Corporate Finance · Equities · Market Research · Financial Planning · Mergers & Acquisitions · Equity Research · Strategic Financial Planning · Analysis · Operations Management · Project Management · Budgeting · Strategy · Data Visualization · Accounting · Start-ups · Optimization · Business Process Improvement · Software as a Service (SaaS) · Capital IQ · Bloomberg · Bloomberg Terminal · Microsoft Excel · salesforce · Microsoft Office · Microsoft PowerPoint · Microsoft Word · Leadership · Problem Solving · Mandarin · Growth Strategies · New Market Expansion · Corporate FP&A · Business Growth Strategies · Annual Planning · Forecasting · Go-to-Market Strategy

· Sales Strategy · Pricing · Monetization · Executive Stakeholder Management · Replit · Claude · Agentic Workflow
· Automation · Databricks · Tableau