

Ed FitzGerald

Principal Operations Manager, Programs & Enablement

Ireland | [LinkedIn](#)

Operations and programs leader who builds scalable systems and enablement motions for global marketing teams. Currently directing cross-functional initiatives and org-wide enablement at Zendesk.

EXPERIENCE

Senior Manager, Outbound Research & Operations, EMEA

Mar 2023 — Sep 2024

Zendesk

Dublin, County Dublin, Ireland

Built and scaled EMEA SMB Outbound Research Ops from 5 to 18 people, structuring pods by language (EN/FR/DE/ES/IT) for full regional coverage. Moved operations from ad hoc to SLA-driven with intake workflows, SOPs, QA checklists, and Salesforce dashboards. Delivered hundreds of ICP-aligned accounts and buyer contacts monthly. Partnered with VP SMB Sales and VP Marketing EMEA on territory, ABM, and pipeline priorities, with EMEA practices becoming the global standard. Promoted 5 team members and embedded GDPR compliance across operations.

Business Development Manager

Feb 2019 — Dec 2020

Outbound

Greater Dublin

Owned SMB new-logo acquisition in Ireland, reporting to the Founder/CEO and leading a 6-person intern/contractor bench. Built GTM from scratch with 4–5 step multichannel cadences (LinkedIn, email, phone). Generated ~400 accounts/month and ~10 qualified meetings/week. Drove 30 pilots and 20 paid trials, authoring scripts, ICP guides, objection handling documentation, and demo scripts. Closed the loop with Product on buyer feedback, surfacing usability gaps that guided a pre-scale pivot.

New Business Development

Sep 2018 — Jan 2019

Flender Peer-to-Peer Finance

Greater Dublin

Contract mandate to launch UK&I SMB segment and validate GTM for marketplace lending offering. Built outbound motion from zero, defining ICP and developing LinkedIn/email sequences with value messaging tailored to SME owners and finance leaders. Secured lighthouse opportunities including late-stage negotiations and LOIs to validate demand and accelerate credibility in target verticals.

Bar Management/Kitchen

Sep 2016 — Nov 2017

Spillane's Bar & Restaurant

Castlegregory, Co. Kerry, Ireland

Oversaw management of the bar at a busy seasonal family-run restaurant. Developed communication skills working extensively with customers, suppliers, and staff in a high-pressure environment. Assisted with personnel and stock management, and was instrumental in implementing new systems and structures across the restaurant.

Administration Assistant

Jul 2015 — Jul 2016

Triaxial Consulting Pty Ltd

Sydney, Australia

Provided administrative support for an engineering company, handling invoicing, expense allocation, and client communications. Worked closely with the head of administration on accounts receivable, accounts payable, and setup of new fee proposals and projects.

Trade Processing Administrator - Private Clients Custody & Settlements

Apr 2014 — Feb 2015

Davy

Dublin, Ireland

Assisted in completion and delivery of client tax packs, assessing dividends, tax rates, and various schedules. Required high attention to detail and thorough knowledge of tax documentation processes.

Audit Assistant

Apr 2010 — Sep 2010

Ernst & Young

Dublin

Assisted in the auditing of accounts along with various ad hoc duties.

Worked with senior staff on a regular basis on the audits of large companies.

Gained a great insight into the detail required to carry out audits.

EDUCATION

Michael Smurfit Graduate Business School UCD

Sep 2011 — Jun 2011

Master of Science (MSc) in Strategic Management & Planning

Grade: 2:1

University College Cork

Sep 2007 — Jun 2007

Bachelor of Commerce (BCom) in Economics Major

Honours

SKILLS

Business Strategy · Customer Service · Data Analysis · Microsoft Office · Analytical Skills · Teamwork · Market Research · Corporate Finance · Accounting · Strategy · Management · PowerPoint · Microsoft Excel · Team

Leadership · Time Management · Financial Analysis · Operations Management · Program Management · Enablement
· Marketing Operations · Outbound Research · Sales Enablement · Salesforce · LinkedIn Sales Navigator · ZoomInfo
· 6sense · Organizational Development · Process Improvement · GDPR Compliance · Data Integrity · Account
Prioritization · ICP Development · GTM Strategy · Stakeholder Management · Hiring & Development