

Layla Bradley

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SUMMARY

Sales compensation professional with seven years of experience shaping incentive programs, quota frameworks, **territory planning**, commission workflows, and reporting for software organizations. Builds practical financial models that connect sales strategy with accurate payouts, forecast visibility, and sound plan economics. Partners with Finance, **Sales Operations**, Accounting, Payroll, and **technical teams** across design, administration, validation, and issue resolution. Brings hands on knowledge of Excel, **Google Sheets**, SQL, compensation analytics, ASC 606, ASC 340, accrual reviews, and commission lifecycle controls. Clear documentation helps sales leaders and employees grasp plan mechanics, while structured governance supports reliable operations. Ready to bring thoughtful analysis, dependable execution, and collaborative problem solving to a compensation architecture team.

EXPERIENCE

Senior Sales Compensation Analyst, Incentive Programs

March 2023 - Present

BrightPath Technologies

Austin, Texas

Owns incentive compensation design and administration for technology sales teams, connecting **quota structures**, commission calculations, forecasting, reporting, and system requirements with reliable business operations. Partners with Finance, Accounting, Sales Operations, and technical stakeholders to protect payout accuracy, document policies, and improve plan governance.

- Designed quota based **incentive plans** around sales goals, performance measures, and role specific earning opportunities.
- Built Excel forecasting models and dashboards that gave Finance clearer planning visibility across sales teams.
- Managed **commission calculations**, payout validation, and issue resolution for multiple go to market groups.
- Reviewed commission accruals with Accounting and prepared documentation supporting **ASC 606** and **ASC 340** controls.
- Translated compensation needs into system requirements, then validated calculation logic with technical delivery teams.
- Documented plan policies and **administration** workflows, giving stakeholders a consistent reference during plan changes.

Sales Compensation Analyst, SaaS Operations

July 2019 - February 2023

CloudBridge Systems

Dallas, Texas

Supported **sales compensation** operations in a **software** environment, developing models and reporting for account executives, sales engineers, and customer teams. Connected attainment analysis, territory planning, commission audits, and employee communications with dependable records and repeatable administration practices.

- Developed **compensation models** for account executives, sales engineers, and customer teams within software **operations**.
- Analyzed attainment data and territory structures, informing annual quota planning discussions with sales leadership.
- Standardized compensation records and reporting workflows, improving visibility across recurring administration activities.
- Reviewed **commission calculations**, payment records, and supporting files during scheduled compensation audits.
- Built **Excel** scenarios that clarified plan economics before leadership selected annual compensation structures.
- Explained plan updates through concise documentation, helping managers communicate changes accurately with employees.

PROJECTS

Commission Lifecycle Controls 📅 2024

A payout question exposed a process gap. Mapped commission inputs, calculation checks, accrual review points, approvals, and reporting outputs into a clearer lifecycle reference for Finance and Accounting partners.

Quota Planning Scenario Model 📅 2022

Planning conversations became easier after building an Excel model that compared quota structures, attainment scenarios, territory assumptions, and projected commission economics for software sales roles.

LEADERSHIP & AWARDS

- Recognized by sales leadership for clear communication of complex plan mechanics during annual compensation planning.
- Selected for advanced Excel modeling coursework after producing dependable scenario analysis for compensation decisions.

EDUCATION

Bachelor's Degree in Finance

2019

University of Texas at Dallas GPA: 3.8

Richardson, Texas

Coursework: Financial modeling, managerial accounting, corporate finance, business analytics

CERTIFICATIONS

- Certified Compensation Professional Coursework 📅 2024
- Advanced Excel Modeling Certificate 📅 2022

TECHNICAL SKILLS

- **Spreadsheet Modeling:** Microsoft Excel, Google Sheets, PivotTables
- **Compensation Analytics:** Quota analysis, attainment analysis, plan economics
- **Commission Administration:** Commission calculations, payout validation, payment records
- **Quota Planning:** Quota structures, annual quota planning, quota scenarios
- **Territory Planning:** Territory structures, territory analysis, sales coverage
- **Financial Reporting:** Forecasting models, reporting dashboards, financial planning
- **Accounting Standards:** ASC 606, ASC 340, commission accruals
- **Data Querying:** SQL, data extraction, record validation
- **Documentation Systems:** Plan policies, administration procedures, requirements documentation
- **Business Applications:** Compensation tools, internal systems, reporting solutions
- **Office Productivity:** Microsoft Excel, Google Sheets, business documentation
- **Stakeholder Operations:** Finance partnership, Accounting partnership, technical collaboration

SKILLS

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|-----------------------------|-------------------------|--------------|------------------------|
| • Sales compensation design | • Commission operations | • ASC 606 | • Territory planning |
| • Incentive plans | • Excel | • ASC 340 | • Payroll coordination |
| • Quota modeling | • Google Sheets | • Dashboards | • Plan governance |
| • Financial modeling | • SQL | • Reporting | |

PROFESSIONAL AFFILIATIONS

- WorldatWork community participant, maintaining connection with compensation professionals and current plan administration practices.
- Sales Operations peer network contributor, sharing documentation habits and practical approaches for cleaner compensation workflows.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST