

Yuval Gross

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GTM Outbound Operator and Sales Manager

Hands-on RevOps and Growth professional with a track record of building automated outbound engines that convert. Expert in **Clay, HubSpot, and n8n**, specializing in launching signal-based campaigns. I thrive on turning messy spreadsheets into high-converting sales pipelines and am driven by core KPIs: **demOs scheduled / sales-qualified lead**.

WORK EXPERIENCE

GTM operation and Account Executive Consultant • Berlin, Germany • Full-time Nov 2024 - Present
OEB Global Conference

The OEB global conference unites senior learning C-level decision-makers, experts and Enterprise/corporate technology SaaS education companies.

- **GTM building:** Developing complete AI lead-gen sales strategies and automation workflows into Hubspot CRM measuring effectiveness with platforms such as **Apollo.io, Clay, Sendgrid, n8n/Zapier, HeyReach and Twain.ai**.
- **Automated workflows:** Designed trigger-based workflows (e.g., hiring signals via Stepstone) that automated outreach timing, resulting in a 42% increase in MQL rates.
- **HubSpot CRM Hygiene:** Re-structured lead scoring and lifecycle stages to ensure clean data flow between marketing triggers and sales outreach.

Sales Executive • Berlin, Germany • Full-time Nov 2021 - Aug 2024
CoachHub

Global talent development startup to scaleup solution in digital coaching with Top 500 Fortune companies (\$7.2 billion and above)

- **Pipeline Engineering:** Built and managed the outbound engine for greenfield markets in the MEA/Europe regions, consistently over-achieving a \$750k annual quota.
- **Market Expansion:** Drove 17% YoY growth by identifying high-value "A-Accounts" and deploying targeted account-based plays.
- **Multi-Channel Execution:** Crafted and tested persona-specific messaging for C-level stakeholders in Travel, Hospitality, and Logistics, maintaining a high meeting-set rate through LinkedIn and Email.

Account Management and Business Development • Berlin, Germany • Full-time Jan 2017 - Jan 2020
Luns

Mobile media and Adtech company dedicated to kickstart and scale app growth.

- **Client Acquisition:** Acquired 13 new customer logos within a year, resulting in \$150,000 in new sales revenue, expanding market share and driving company growth.
- **Data-Driven Growth:** Managed high-budget global UA campaigns (up to **\$45k/day**), requiring deep analytical monitoring and daily performance iteration.
- **Mentorship:** Co-managed and trained 4 Junior Managers on CRM best practices and outbound workflow efficiency.

SKILLS

- **Hard Skills:** Analytics, Apollo, BANT qualification questions, Bookings appointment, Business Development, Clay, C-Level Presentations, Complex Sales, Data analytics, Gong.io, HeyReach, Hubspot Certification, Lead Generation, LinkedIn Sales Navigator Certification, Outbound Pipeline Development and Revenue Optimization, Presentation Skills, Prospecting and identifying key stakeholders, Quota Achievement, Sales Pipeline Development and Revenue Optimization, Strategic Thinking, Twain.Ai, Value-Base Selling, ZoomInfo
- **Soft Skills:** Adaptability, Effective communication, Proactive approach, Relationship building
- **Languages:** English (C2), German (B2), Hebrew (C2)

EDUCATION

Tel Aviv University
Bachelor's Degree in Business Administration and Management • Israel