

# Yuval Gross

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## GTM Lead | AI & Sales Automation Specialist

Hands-on GTM AI Engineer and Growth professional with over 8 years of experience building **agentic revenue infrastructure** and automated commercial engines that convert. Expert in **signal-based GTM strategies** using **Clay, HubSpot, Salesforce, and n8n** to transform manual processes into **autonomous, AI-driven pipelines**. Specialized in designing real-time data architectures that optimize core KPIs: NRR, pipeline velocity, and sales-qualified leads.

## WORK EXPERIENCE

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### 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.

- **Cross-Functional GTM Engineering:** Built data pipelines connecting Product, Marketing, and Sales using n8n, webhooks, and REST APIs. Managed multi-market ingestion flows to transform product usage and intent signals into automated outbound campaigns, resulting in a **42% increase in MQL rates**.
- **Full-cycle sales:** managing the full B2B sales cycle for startups, small-business and corporate companies in the learning sector, securing contracts through outbound activity resulting in **390k\$ revenue**.
- **Agentic Workflow Design:** Architected **autonomous AI lead-gen agents** and workflows within Salesforce CRM, integrating platforms like Apollo.io, Clay, and n8n to automate complex business logic.
- **Signal-Based Architecture:** Developed a signal-driven sales playbook that translated intent data into proactive outreach, securing **\$390,000 in revenue** through high-accuracy AI orchestration

### Senior Leadership & Development Consultant • Berlin, Germany • Full-time Nov 2021 - Aug 2024 CoachHub

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

- **Sales Enablement:** Delivered hands-on, proactive, and adaptable Sales Enablement sessions using Seismic, building playbook, battlecard content, and assets.
- **Revenue Growth:** Achieved a **YoY 17% increase** in new sales opportunities and hit a yearly revenue target of **€921k** by streamlining the revenue stack and accelerating deal cycles.
- **Technical consultative selling:** Translated intricate client needs into actionable technical solutions, driving product adoption and following the complex sales cycles. **resulting in a YoY 17% increase** in new sales opportunities and revenue growth. **The yearly target of €921k was reached.**

### 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.

- **Team Development:** Co-managed and mentored 4 Junior Sales managers on a remote basis. Mentored and empowered four junior account managers remotely, contributing to a +23% boost in partnership development.
- **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.

## SKILLS

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- **Hard Skills:** AI Automation, Analytics, Business Development, Clay, Cold Calling, Complex Sales, Data analytics, Full Sales Cycle Management (Prospecting to Closing), HeyReach, HubSpot Architect, Lead Generation, LinkedIn Sales Navigator Certification, Negotiation, Prospecting and identifying key stakeholders, Quota Achievement, RevOps, Salesforce, Sales Strategy, SPICED framework, Twain.Ai, Value-Base Selling, ZoomInfo
- **Soft Skills:** Effective communication, Proactive approach, Relationship building, Time management
- **Languages:** English (C2), German (C1), Hebrew (C2)