Yuval Gross

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GTM Engineer | HubSpot, Automation & AI | n8n, Make, Clay, APIs and Webhooks

GTM Engineer who owns the HubSpot portal and turns manual go to market work into systems that run on their own: OEB's first GTM engineering hire since Nov 2024, freelance builds since Aug 2023. Built a signal based enrichment and outbound engine in Clay, n8n, HubSpot and the Claude API that 20 salespeople now use. 8+ years in B2B revenue.

SKILLS

- **GTM engineering:** HubSpot administration, lifecycle stages, forms, data quality, deduplication, lead scoring, lead routing, conversion tracking, attribution, marketing to sales handoff, AI assisted workflows, dashboards, documentation
- **CRM & tools:** HubSpot (workflows, custom properties, pipeline stages, reporting and dashboards, integrations), Google Tag Manager, Make, n8n, Zapier, Clay, Apollo, Smartlead, HeyReach, Salesforce, Gong
- **AI & code:** Claude API, Claude Code, MCPs, OpenAI API, LLM prompt design, APIs, webhooks, JSON, Python, JavaScript
- **Languages:** English (C2), German (B2), Hebrew (native)

WORK EXPERIENCE

GTM Engineer & Account Executive • Berlin • Hybrid • Full time — Nov 2024 to Present

CloserStill Group / OEB Global Conference

Global conference on learning and EdTech, part of the CloserStill events group; 2,000+ participants from 60+ countries.

- **HubSpot ownership:** Add properties, lifecycle stages and forms, fix miswired fields and duplicates; 3 hours a week saved.
- **Enrichment and scoring:** Run a Clay waterfall into a lead score with a threshold; signal cohorts close 40% vs 12%.
- **GTM automation:** Turn hiring and funding signals into HubSpot triggers and follow ups for sales; MQL rate up 42%.
- **AI assisted workflows:** Draft the signal led opener with the Claude API, reviewed in Slack; replies 3.4% to 8%.
- **Integrations:** Connect Clay, Smartlead, HeyReach and HubSpot via n8n and webhooks; stack cut from 17 tools to 5.
- **Reporting and pipeline visibility:** Build HubSpot dashboards on engine output and the weekly forecast leadership uses.

Freelance GTM Specialist • Remote • Freelance — Aug 2023 to Present

Pragma GTM

- **GTM stack build:** Set up CRM, ICP, signals and sequences for an AI CRM startup in three weeks.
- **Conversion tracking and attribution:** Set up HubSpot forms and Google Tag Manager for clients; inbound leads up 11%.
- **Deliverability:** Configure sending domains, inboxes, warmup, inbox rotation and bounce handling; 20+ clients advised.

Sales Executive • Berlin • Full time — Nov 2021 to Sep 2024

CoachHub

AI matched digital coaching platform sold to HR and People leaders at Fortune 500 enterprises.

- **Account scoring:** Narrowed 500 unscored accounts to 15 Tier 1 targets with CRM scoring; revenue per rep 2.4x.
- **Enterprise deals:** Closed 100% of a €921k quota on €70k to €130k deals with C level and procurement.
- **Sales handoffs:** Owned SDR to AE handoffs and onboarding; took 10+ deals through GDPR and InfoSec reviews.

Senior Key Account Manager / Partnership & BD Manager • Remote • Full time — Jan 2017 to Jan 2020

Luns

- Won 13 new logos and $2M upsell at 95% retention; ran campaigns of up to $45k a day.

Founder, The Boogie Company • Feb 2020 to Nov 2021

Junior Key Account Manager, DotC United Group • 2016

CERTIFICATIONS

Clay Certification • HubSpot Architect Certification • LinkedIn Sales Navigator Certification

EDUCATION

Tel Aviv University

Bachelor's Degree in Business Administration and Management