



## PROFILE

6+ years operating inside B2B SaaS revenue functions. spanning sales, GTM strategy, marketing operations and pipeline management. I build systems, run operational cadences and translate data into decisions. I have owned revenue functions end to end, stepped outside my brief when the business needed it and shipped AI-native tools that solve real operational problems. Deeply familiar with Salesforce, CRM hygiene, pipeline reporting and cross-functional GTM execution.

## EXPERIENCE

### Senior Account Executive

Jan 2026 to Present

#### Paperflite · B2B SaaS

- Hired as an AE; scope expanded significantly into GTM strategy, revenue operations and systems building.
- Managed multi-product pipeline across three product lines with independent CRM tracking, opportunity hygiene and forecast accuracy.
- Ran end-to-end funnel analysis identifying four conversion friction points; delivered data-backed remediation plan to leadership outside of the AE brief.
- Designed outbound account segmentation using mirror-account methodology to prioritise pipeline development for North America.
- Built AI-powered revenue ops tools: demo abandonment engine, competitive intelligence system and battle cards for the wider team.

### Product Marketing Manager

Nov 2024 to Dec 2025

#### Foxsense Innovations · B2B SaaS

- Built GTM function from scratch; owned pipeline reporting, sales metrics and recurring dashboards for leadership reviews.
- Managed co-sell tracking and partner pipeline hygiene with Netlify VP of Partnerships to operationalise a new partner network.
- Ran territory and account segmentation across North American healthcare, real estate, insurance and medical compliance verticals.
- Owned full operational cadence: account transitions, CRM updates, opportunity hygiene and data management across 8 products.

### Co-Founder and CEO

2022 to 2024

#### Grustl Creative and Webbitl

- Ran all revenue operations across two agencies. pipeline, forecasting, account management and delivery. until acquisition by a leading IT firm.
- Designed GTM strategy including territory planning, account segmentation and QBR preparation for both entities.

### Head of Digital Marketing

2021 to 2022

#### Fittex · Enterprise SaaS

- First revenue hire; built demand generation, lead pipeline and B2B marketing ops from scratch.
- Worked with founding team on GTM planning, market segmentation and product positioning.

## CORE COMPETENCIES

- Revenue Strategy & Operations
- GTM Planning & Execution
- Pipeline Management & Forecasting
- CRM Administration (Salesforce)
- Sales Analytics & Reporting
- Territory & Account Segmentation
- Partner & Alliance Operations
- AI-Native Workflow Automation
- Cross-functional Collaboration
- QBR & Executive Reporting

## TOOLS & SYSTEMS

Salesforce · HubSpot · Pipedrive  
Google Sheets · Excel · Notion  
LinkedIn Sales Navigator · Apollo.io  
Claude AI · ChatGPT · Cursor  
Make.com · n8n · Zapier  
Google Analytics · Google Ads  
Webflow · Figma · Adobe Suite

## EDUCATION

### BBA · PSG College of Arts and Science

2019 to 2022

### High School · SSVM World School

Graduated 2019

## CERTIFICATIONS

### Google Analytics Certification

Google

### Google Ads

Google

### Leadership Certificate

NPTEL

## PORTFOLIO

### whoissj.com

Live projects across GTM, AI ops and revenue systems