Julian A. Ross

GTM Architect & RevOps | CRM Automation | Routing, Reporting, KPI Enablement

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SUMMARY

RevOps Systems Architect building Salesforce/HubSpot lifecycle automation, routing, enrichment, KPI layers, and forecast/reporting cadence for GTM teams scaling $1M → $25M+ ARR. Strong enterprise GTM foundation (Benchling $8M+ pipeline) with analytics fluency (SQL/Snowflake/BI) and technical stakeholder alignment.

PROFESSIONAL EXPERIENCE

Revenue Systems Architect, *Consultant – Remote*   Oct 2022 – Present
- Build end-to-end RevOps systems for GTM teams, scaling $1M → $25M+ ARR
- Design lead funnels + routing + data enrichment to improve SLAs and assignment quality.
- Define KPIs (conversion, velocity, CAC signals) and deliver executive reporting for forecast cadence.
- Own CRM administration, analytics, and integrations across Salesforce/HubSpot and GTM stack.
- Implement data validation + governance to improve reporting reliability
- Create outbound segmentation/ICP logic and operationalize within CRM stack

Global Lead — Enterprise Sales Development, *Benchling – Remote*   Jun 2021 – Sept 2022
- Generated $8M+ qualified pipeline across enterprise biotech/pharma accounts.
- Built ABM + lead-scoring motion driving expansion in Pfizer, AstraZeneca, Merck accounts.
- Led enterprise account planning: org mapping, stakeholder alignment, and multi-threaded outreach.
- Built automated drip campaigns; improved conversion 20% and reduced CAC.

Solutions Enablement Lead, *CloudZero – Remote*   July 2020 – May 2021
- Built sales development processes and operating cadence supporting CloudZero's GTM strategy.
- Drove ~40% pipeline growth through AWS channel partnerships and enablement.
- Delivered technical demos translating cloud-cost telemetry into workflows for engineering/finance.
- Sourced and expanded high-value accounts; generated $500K+ pipeline.

AI Solutions Specialist, *DataRobot – Boston, MA*   Mar 2019 – Apr 2020
- Advised enterprise teams on deploying AutoML; assessed feasibility, data readiness, and adoption risk.
- Booked ~$350K/month pipeline; ranked top 10% of SDR org
- Built durable fluency in MLOps risks and organizational failure modes in AI adoption.

EARLIER EXPERIENCE

Sales Development Representative, *Smartsheet – Boston, MA*	Aug 2018 – Mar 2019
Sales Engineer, *American Installations – Amherst, MA*	Oct 2014 – Oct 2017
Software IT Support Engineer, *UMASS IT – Amherst, MA*	Sept 2009 – May 2013

EDUCATION

Bachelor of Science, Environmental Science, *University of Massachusetts – Amherst, MA*

SKILLS

Certifications: DataRobot Essentials, HubSpot Revenue Operations

Expertise: Data Analysis, Predictive Analytics, MLOps, RevOps, GTM Strategy, Project Management

Tools: Salesforce, HubSpot, Clay, Snowflake, Tableau/PowerBI, Outreach.io, Claude Code, Obsidian