

Julian A. Ross

RevOps Systems | GTM Automation | Routing, Forecasting, Reporting

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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

Aug 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, Snowflake, Tableau/PowerBI, Outreach.io, Claude Code