

# Julian A. Ross

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

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## SUMMARY

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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

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### 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

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### 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

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

## SKILLS

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**Certifications:** DataRobot Essentials, HubSpot Revenue Operations

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

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