

MD. SABBIR HOSSAIN

GTM & Outreach Leader | B2B Growth, Campaign Strategy & Revenue Enablement

PROFILE

Go-To-Market (GTM) and Outreach Manager with hands-on experience designing, executing, and scaling B2B outbound and pipeline-driven growth initiatives. Proven ability to translate business objectives into structured GTM strategies through outbound campaigns, CRM and marketing automation, process optimization, and performance reporting.

Experienced in end-to-end campaign management, including targeting, tooling, execution, quality assurance, analytics, and optimization. Strong cross-functional partner to Sales, Customer Success, Revenue Operations, and Leadership, aligning outreach programs with revenue goals and operational efficiency.

Demonstrated success leading teams, managing high-volume and time-sensitive campaigns, and driving continuous improvement in fast-paced, data-driven environments. Actively seeking Manager-level opportunities in GTM, Outreach, Growth, or Revenue Operations.

WEBSITES, PORTFOLIOS, PROFILES

- www.linkedin.com/in/sabbirho

SKILLS

Go-To-Market & Growth

- B2B Outbound & Pipeline Generation
- ICP Definition & Account-Based Outreach (ABM)

Outreach & Campaign Management

- End-to-End Campaign Operations
- Quality Assurance (QA) & Compliance

Revenue Operations & Systems

- Marketing & Sales Automation Tools
- Data Management & Reporting

Analytics & Reporting

- Campaign Performance Metrics
- Forecasting & Trend Analysis
- Team Leadership & People Management

- Go-To-Market (GTM) Strategy
- Market Segmentation & Targeting
- Revenue Growth & Funnel Optimization
- Outbound Email & Multi-Channel Campaigns
- High-Volume Campaign Execution
- Performance Tracking & Optimization
- CRM Management (Salesforce, HubSpot, or equivalent)
- Workflow Design & Process Automation
- KPI Definition & Dashboarding
- Pipeline & Conversion Analysis
- Operational Reporting & Insights
- Sales, Customer Success & WFM Collaboration

- Stakeholder Management
 - Execution & Delivery**
 - Operational Excellence
 - Accuracy, Accountability & Attention to Detail
 - Process Improvement & Documentation
 - Time-Sensitive Campaign Delivery
 - Continuous Improvement Mindset

PROFESSIONAL EXPERIENCE

TEAM LEADER (OUTBOUND CAMPAIGN & GTM STRATEGY) 08/2023 to Current
Quantanite, Dhaka, Bangladesh

CLUSTER HEAD & TRAINER, OUTBOUND CAMPAIGN 08/2020 to 07/2023
Quantanite, Dhaka

SENIOR ASSOCIATE, OUTBOUND CAMPAIGN TEAM 08/2019 to 07/2023
Quantanite

ASSOCIATE, LEAD GENERATION 08/2018 to 07/2019
Quantanite

EDUCATION

Jagannath University

MBA, Accounting & Information Systems, 2017

Jagannath University

BBA, Accounting & Information Systems, 2016

Dhaka Commerce College

H.S.C. Business Studies, 2010

Dhanmondi Govt. Boys' High School

S.S.C, Business Studies, 2008

LANGUAGES

Bangla: Native

English: Fluent

COURSES

Decision Making & Problem Solving Strategies, Quantanite LMS

Time Management, Quantanite LMS

Team Leader Masterclass Training, Quantanite LMS

Looker Studio Dashboard (Data Visualization)

AWARDS

Quantanite

- Best Team Leader of the Year, 2025
- Best Team Leader, Quarter-02, 2025
- Best Team Leader of the Year, 2024
- Best Team Leader, Quarter-02 & Quarter-04, 2023
- Superstar Employee of the Year, 2022
- Superstar Employee of the Month, February 2022

VOLUNTEERING & SOCIAL IMPACT

- First Aider (Trained by Bangladesh Red Crescent Society), Quantanite
- Blood Donor, B(-) Blood Donor Community
- Ex-Mentor, Child & Women Health, CAT