

Julian A. Ross

Revenue Systems Engineer | GTM Automation | Routing, Integrations, KPI Enablement

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SUMMARY

RevOps and GTM automation expert and systems integrator bridging front-line sales experience with modern data infrastructure, workflow orchestration, and AI-native systems. Designs CRM architecture, builds operational data pipelines, and ships high-ROI automations across sales, marketing, and customer success.

TECHNICAL SKILLS

CRM + GTM Platforms: Salesforce, HubSpot, Attio, Marketo, Clay, Apollo, Clearbit, Outreach, Gong, Chorus, Deepline

Modern Data Stack: SQL, dbt, ELT (Fivetran), Snowflake, Reverse ETL (Hightouch), Tableau, Looker

Automation & AI: Claude Code, MCP servers, n8n, Zapier, Next.js, Python (uv), streamlit, webhooks, REST APIs

Certifications: HubSpot Revenue Operations, HubSpot Inbound, DataRobot MLOps

PROFESSIONAL EXPERIENCE

Revenue Operations Engineer, *Independent Consultant – Remote* Oct 2022 – Present

- Design and automate CRM lifecycle architecture — lead routing, funnel stages, data enrichment, and SLAs.
- Blueprint data schemas, validation/governance, APIs/integrations, and data pipelines across the GTM stack.
- Build SQL-driven KPI reporting for conversion rates, pipeline velocity, CAC, forecasting, and pipeline health.
- Define ICP/TAM segmentation; territories, account routing, and sales motion alignment across segments.
- Ship automations and agentic AI workflows for enrichment, classification/routing, and call-intelligence sync.

Global Lead — Enterprise Sales Development, *Benchling – Remote* Jun 2021 – Sept 2022

- Generated \$8M+ qualified pipeline across enterprise biotech/pharma accounts.
- Architected ABM + lead-scoring motion driving expansion across key accounts segment.
- Led enterprise account planning: org mapping, stakeholder alignment, and multi-threaded outreach.
- Built automated drip campaigns; improved conversion 20% and reduced CAC.

Cloud Costs Solutions Specialist, *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 customer unit economics for FinOps teams.
- Sourced and expanded target ABM accounts; generated \$500K+ pipeline.
- Led Hubspot-to-Salesforce migration, owning field mapping, change management, and documentation.

Data Science and 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.
- Consulted on AI adoption readiness, identifying data infrastructure risks and deployment plans.

EARLIER EXPERIENCE

Senior 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*