

SHRAVAN KUMAAR

GTM ENGINEER | REVENUE OPERATIONS | AI & WORKFLOW AUTOMATION | SALESFORCE & HUBSPOT | DATA ENRICHMENT

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SUMMARY

GTM Engineer with **4+ years** in data operations and **revenue systems**, building the enrichment, routing and AI automation behind B2B SaaS sales teams. Sourced **\$2.4M in pipeline** from **300+ target accounts a month** using Clay, ZoomInfo, Claude and n8n to score and route records into Salesforce, cut **churn from 28% to 22%**, and saved **15+ hours of manual work a week** across HubSpot and Salesforce. Brings hands-on CRM administration, territory management and revenue reporting, plus 3+ years at Amazon running data quality operations for Alexa's NLP pipeline.

EXPERIENCE

GTM Engineer Jul 2025 - Present
4Sight Technology San Francisco, CA

- Sourced **\$2.4M in pipeline** from **300+ monthly target accounts** by architecting an automated **enrichment pipeline** using **Clay** and **ZoomInfo**, scoring **ICP fit** via **Claude**, and routing records directly into **Salesforce** via **n8n**.
- Cut **quote turnaround time from 2 hours to 20 minutes** and **saved 10 hours of weekly manual operations** by deploying 5+ automated workflows across **HubSpot** and **Salesforce**, paired with a custom **CPQ** integration.
- Reduced customer churn from 28% to 22% over 2 quarters** by engineering a multi-signal **customer health score** combining product usage and CRM engagement metrics to automatically flag and route at-risk accounts for CSM outreach.
- Gave **15+ reps auto-populated call summaries on 90% of accounts** by building a webhook-based **Gong-to-Salesforce integration** using Claude summarization.
- Accelerated sales team quota attainment from 81% to 91% and eliminated 5 hours of weekly manual operations** by balancing 300+ accounts across 15+ reps using **automated territory assignment** and custom HubSpot and Salesforce workflows.
- Replaced 8 manual weekly reports for sales leadership with a self-service Tableau dashboard suite backed by PostgreSQL**, covering **pipeline, forecast and rep performance**, with real-time n8n alerts on routing changes.

AI Data Operations Lead Feb 2020 - Jun 2023
Amazon Chennai, India

- Optimized data pipeline throughput and operational accuracy from 89% to 92%** by leading a 20+ member data operations team and enforcing rigorous precision/recall quality gates across data workflows.
- Accelerated operational decision-making and reduced triage time from 3 hours to under 1 hour** for 200+ team members by architecting real-time monitoring dashboards using **Amazon QuickSight**.
- Decreased global onboarding ramp-up time by 40%** by standardizing Standard Operating Procedures (SOPs), establishing clear accuracy benchmarks, and implementing cross-functional error-tracking ticketing systems.
- Eliminated recurring data drift and resolved critical error patterns within 3 sprint cycles** by coordinating cross-functional data, QA, and engineering teams through **QuickSight** tracking, structured ticketing, and alignment workflows.

SKILLS

Data Sourcing & Enrichment: Clay, ZoomInfo, Apify, Apollo.io, 6sense, Waterfall Enrichment, TAM Sourcing, Intent & Buying Signals
CRM & Sales Tools: Salesforce (Flows, Validation Rules, Data Loader), HubSpot (Marketing & Sales Hubs, Workflows), Marketo, Gong, CRM Administration, Data Deduplication & Migration, Data Cleanup
Automation, AI & Integrations: n8n, Zapier, Claude, ChatGPT, APIs, MCP, Webhooks, Workflow Automation, AI Agents & Prompt Engineering
GTM Programs & Plays: Lead Routing & Scoring, Enterprise Marketing Automation, Multi-Channel Campaign Setup, Account-Based Marketing (ABM), Lifecycle & PLG Marketing, Paid Media Automation, Social Media & Content Distribution
Analytics & Data: SQL, Python, PostgreSQL, Tableau, Power BI, Looker, Google Analytics, Excel, Google Sheets, JavaScript

PROJECTS

GTM Engineering: Signal-to-Pipeline <https://github.com/shravankumaar31/signal-to-pipeline> Oct 2026 - Present
Loaded **26 scored accounts**, **785 buying signals** and **64 contacts** into **Salesforce** with **0 errors** by capturing **signals** with **Apify**, **tiering accounts** in **Clay** with **15 scoring formulas**, upserting through **n8n** with **JavaScript** that maps **Clay** output to **Salesforce** fields, and using **Claude** over **MCP** to generate “why now” rationales, 13 Gmail drafts and 14 rep Tasks

Sales Ops: Quote-to-Cash Deal Desk (HubSpot) <https://github.com/shravankumaar31/gpu-deal-desk> Sep 2026 - Oct 2026
Cut quote turnaround to **3 days** across **61 test deals** by configuring HubSpot quotes, deal stages and approval workflows for GPU cloud pricing under a “**3-Day Rule**.”

RevOps: GTM Analytics & RevOps Dashboard Suite <https://github.com/shravankumaar31/B2B-SaaS-GTM-analytics> Jul 2026 - Aug 2026
Delivered a **4-page dashboard** suite covering pipeline health, sales productivity, weighted forecast vs. actuals and retention (**89.4% GRR**, **93.3% NRR**) across **8,800 opportunities** and **\$10M in bookings** by administering **Salesforce**, modeling the data in **PostgreSQL** and building the **dashboards** in **Tableau**.

EDUCATION

Master's Degree - Master of Science, Business Analytics (Full-time) Aug 2023 - May 2025
California State University East Bay

Bachelor's Degree - Bachelor of Technology, Computer Science Aug 2015 - May 2019
SRM Institute of Technology

CERTIFICATIONS

HubSpot Revenue Operations HubSpot Sales Hub & Reporting Atlassian Jira Fundamentals (Agile)