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SUMMARY

Built signal-driven GTM systems ingesting intent data, enrichment layers, and behavioral triggers into automated outbound and inbound workflows. Personally closed 31 deals as a one-man band totalling \$350,000+ in revenue since 2023 with systems I built myself. Designed full revenue systems across signal capture, enrichment, scoring, routing, multichannel execution, and attribution.

PROFESSIONAL EXPERIENCE

LEADLEGEND LTD.

Founder, GTM Systems and Revenue Operations

REMOTE

05/2023 – Present

(LeadLegend builds end to end GTM systems connecting signal capture, enrichment, CRM, and multichannel execution into a unified, automated revenue engine)

- Built event driven GTM systems triggered by CRM activity, behavioral signals, and external data sources.
- Architected data pipelines across enrichment, CRM, and outreach systems using APIs, webhooks, and automation layers (n8n, Make).
- Designed multichannel execution systems (email, LinkedIn, SMS, calling) orchestrated by persona, intent signals, and lifecycle stage.
- Built end-to-end lifecycle architecture covering capture, qualification, routing, booking, show management, sales stages, onboarding, retention, reactivation, and reputation management.
- Built and managed multiple scalable cold email infrastructures across multi-inbox environments including deliverability setup and optimization.
- Designed enrichment pipelines and waterfall logic feeding CRM and outbound systems, with automated routing, scoring, and execution.
- Designed forecasting logic tied to stage conversion rates and sales cycle timing for weekly and monthly revenue planning.
- Built closed loop feedback systems where CRM activity, enrichment data, and engagement signals continuously trigger next actions
- Designed compensation structures for appointment setters and revenue roles in founder operated environment.
- Built repeatable operating process for lead handling, qualification, handoff, and retention.

AUTOMATION HERO INC.

Enterprise Sales Development Representative

REMOTE

08/2022 – 05/2023

- Ramp attainment 112.5%, then consistently met or exceeded quota through tenure.
- 95% meeting to qualified opportunity conversion rate.
- Executed targeted outbound with high personalization by ICP and use case
- Secured executive C level meetings across insurance, healthcare, biotech, automotive, and manufacturing

McLaren Automotive Ltd. (UK)

Client Services Manager

REMOTE

09/2021 – 09/2022

- Managed clients across EMEA and APAC and coordinated retailer networks.
- De-escalated complex cases and protected long term customer relationships
- Maintained structured case management and cross functional coordination with technical teams
- Coordinated with Regional Aftersales to supervise correct support procedures from our Retailer Network all around the Globe.

Core GTM and revenue operations competencies

- API Integrations & Webhooks, Data Pipelines & Enrichment Logic, Event-Driven Automation & Signal-Based Prospecting, Multichannel Execution Systems (Email, LinkedIn, SMS, Calling), Revenue Attribution & Feedback Loops, CRM & Pipeline Architecture, Forecasting & Conversion Analytics

EDUCATION & OTHER

MBS- Bachelor Business Management. **LANGUAGES:** Native/Fluent: German, English, Spanish & Serbian.