MARIUS HENKLEIN

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SUMMARY

AI-native GTM builder with four years in fast-moving tech and energy. I like to take messy sales processes, automate them with Clay, n8n, HubSpot, and LLM agents, and turn them into workflows that actually scale. I've built ICP models, signal-based outreach, scoring logic, CRMs, API integrations, and plenty of demos along the way. I work best when product, engineering, and sales overlap and there's a need to make things simple and repeatable again. These days you'd probably just call that a GTM engineer.

EXPERIENCE

VERBUND AG -**Business Development Manager** - Vienna, Austria   Mar 2024 - Sep 2025
VERBUND Green Hydrogen is a fully funded subsidiary of Austria's leading energy company, driving the scale-up of green hydrogen.

- Forged 40+ partnerships through GTM initiatives, creating alliances valued at $10B+
- Conducted feasibility studies and product demos to qualify opportunities and guide technical decision-making
- Participated in 10+ conferences as speaker, panelist or delegate, forging C-level partnerships
- Managing CRM and automated internal workflows, improving cross-department alignment and eliminating manual handoffs
- Built performance dashboards for executives, surfacing insights on pipeline health, stage conversion, and revenue trends

MoinAI - **Business Development Manager AI** - Hamburg, Germany   Oct 2021 - Nov 2023
Moin.AI is one of the first European AI SaaS companies, specializing in AI-powered customer service chatbots.

- Drove 70% YoY revenue growth and scaled to 7-figure ARR by optimizing the full GTM motion and running Demos
- Built automated GTM workflows in Clay and n8n that increased lead generation by 40% and eliminated manual prospecting
- Designed ICP scoring model and signal-based outreach automations like job-change triggers to prioritize high-intent leads
- Partnered with product and engineering teams to turn customer feedback into technical requirements
- Automated HubSpot CRM workflows, removing 99% of manual follow-ups and enabling scalable sales operations

EDUCATION

Indiana Wesleyan University (IWU)	**Master of Science,** Data Analytics (Executive Weekend Program Online) **Major:** Artificial Intelligence	Sep 2025 - Mar 2027
Vienna University of Economics and Business (WU), Austria	**Master of Science**, Management **Major:** Export & Internationalization **Thesis**: "A Comparative Quantitative Financial Study on the Digital and Global Expansion (GTM) of Football Clubs Using Python and R for Data Analysis and Visualization."	Sep 2022 - Sep 2024
University of Applied Sciences Erfurt, Germany	**Bachelor of Arts**, Business Administration **Major:** Process Management	Oct 2018 - Oct 2022

LEADERSHIP EXPERIENCE AND ACTIVITIES

Professional eSports Athlete Hearthstone - *Team Captain, Avenue eSports, Belgium*   Jul 2016 - Feb 2019
- Achieved top 0.01% global ranking, secured 5 figure sponsorship deals from leading tech manufacturers
- Won multiple online tournaments, reached multiple top 8 out of 512 in Blizzard-hosted offline championships across Europe

Student Council for Economic Sciences - *Treasurer, Vienna University of Economics and Business*   Oct 2022 - Oct 2023
- Managed the council's budget and finances, handling funding requests, ensuring accurate documentation of expenditures
- Offered academic support, assisting with exam preparation and addressing study-related challenges

ADDITIONAL INFORMATION

Tech Skills: Microsoft & Google Suite, Clay, n8n, SalesNavigator, CRM (Salesforce, HubSpot), Python, JavaScript, SQL, API integrations
Languages: German (native), English (C2), Spanish (B2), French (B1)
Certifications: IBM Data Science Professional Certificate, PMI Project Management Professional PMP (in progress)
Beyond Work: Making friends on flights, weekend League soccer, chess matches that rarely go as planned and hosting dinner nights
Work Eligibility: Eligible to work in the U.S. without sponsorship