

André-Philippe Boulanger Trottier

experience

CEO & Cofounder

HubSpot CRM & Sales Infrastructure Management
Optimization of Sales & Marketing Channels
Integration & Automation of Sales Tools with AI

ArtifiQ
Since 2025

Head of Lead Generation

HubSpot CRM & Sales Infrastructure
Management
Optimization of Sales & Marketing Channels
Integration & Automation of Sales Tools

Jameo
2024-2025

Account Manager

Manage existing customer relationships
Organize prospecting strategy
Continuous improvement of sales efforts

Globalia
2023-2024

Account Executive

Manage existing customer relationships
Organize prospecting strategy
Continuous improvement of sales efforts

Jameo
2019-2023

education

2015-2021

Bachelor degree - Multidisciplinary

Certificate in Advertising - Université de Montréal
Certificate in Applied Redaction & Communications - U. de Sherbrooke
Certificate in Applied Politics - Université de Sherbrooke

certification

Clay Cohort - GTM Class 2024

Lead list generation
Optimization of intents and enrichment
Data-cleaning & CRM data enrichment

Hubspot Certifications

Marketing Hub
Sales Hub
Inbound Marketing

contact

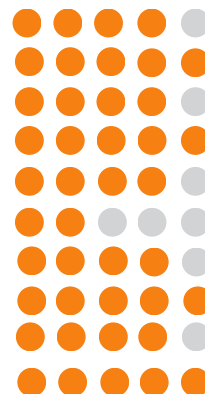
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favorite books

- The Sales Acceleration Formula
- The Challenger Sale
- Hook Points
- Essentialism
- Effortless
- Predictable Revenue

Software & Skills

- Clay
- Zapier
- Work automation
- Google Suite
- Smartlead
- Figma
- Airtable
- GTM Tools
- AI technology
- Hubspot



personal projects

Somehow I Sell

An Opinionated Newsletter Take on
the Future of Sales and Evolving
Strategies
Since 2022

Trouve Ton SaaS

A SaaS Blog for Quebecers Looking to
Explore and Learn More About the best
tools out there.
Since 2022