

Michael Shell

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SUMMARY

Skilled in go-to-market execution, campaign support, sales enablement and product positioning through data-driven insights and enriched market intelligence. Experienced business and data support professional with a background in managing highperforming data entry and research teams, delivering strategic support across sales and marketing units. Provided market intelligence and lead gen to drive sales productivity and meaningful activity. Excellent CRM knowledge, salesforce super user and training admin with a passion for data visualisation and research, also developing Microsoft BI and AI prompting skills for use in data analysis. Proven success in collaborating with stakeholders at all levels, managing complex workloads, and supporting organisational goals with precision. Passionate about people development, continuous improvement, and purpose-driven missions. Looking to step away from heavy department leadership and focus on a more hands support role around research, analysis and general data support. I've recently been developing complimenting GTM engineering skills with Clay for automated enrichments, tailor customer content, mapping and identifying signals and lead opportunities.

EXPERIENCE

DataShell: CRM and Market Intelligence Consultant

May 2025 - Present

Supporting a tech-for-good recruitment start-up to develop a scalable, insight-led go-to-market strategy and advising on CRM options, appropriate go to market tools, data strategy, market Intelligence, market mapping and competitor research. Advised on CRM and GTM tool stack selection to support multi-channel campaigns and data integration tools (evaluating Ezekia, Salesforce, HubSpot and supporting GTM tools, like Zoominfo, Apollo.io, Clay and others) set-up trial periods and initial connections calls with vendors mapping requirements and options for supporting lead generation and outreach workflows. Mapped target markets across AI, ClimateTech, MedTech, and ethical tech sectors, identifying high-potential segments and growth areas. Delivered structured competitor benchmarking and talent market research to inform positioning and service differentiation. Supported early-stage operational design, recommending tools, data sources, and enrichment processes for client and candidate pipelines. Created outbound marketing content from research facts, created sourcing templates and workflows to support sales BD teams and the wider business. Support core marketing team with outreach and demand generation. Provided training and best practice guidance on data capture, segmentation, and CRM hygiene. Research and design of Ideal Client and Candidate Profiles (ICP) and monitoring and tracking for signals (investments, job, movers, joiner or leavers, blogs and news etc.). Data Collection for and CSV preparation for CRM import (Preparing a small client, contact and candidate base to build out initial CRM data volumes.)

DataShell: Research and Market Intelligence Consultant

May 2025 - Jun 2025

Delivered a short research piece for insights into market size, buyer personas, and potential GTM opportunities. Conducted global market mapping across major sports organisations (football, rugby, Olympic bodies, NFL etc.) to support data acquisition and outreach. Evaluated public and paid data sources for global sports entities, including structured and unstructured datasets. Scoped essential data fields and designed a data structure to support contact acquisition and segmentation. Provided insight into potential market size, buyer personas, and tooling needed for longterm data operations.

Tenth Revolution Group (Formerly Frank Recruitment Group), Head of Data Acquisition

2015 - Jun 2025

Built and led a 50+ person global team delivering CRM support, market intelligence, and data enrichment to fuel go-to-market strategies and business development initiatives across multiple brands and regions. Partnered with senior stakeholders to design and deliver reporting, dashboards, and monthly performance reviews, providing actionable insights that guided GTM planning, campaign execution, and territory strategy. Directed global CRM enrichment and data cleansing projects, preparing legacy systems for Salesforce implementation and migration, including the deduplication and enrichment of 80K+ records aligned to ICP criteria. Acted as Salesforce SME, gathering business requirements and collaborating with technical teams to create dashboards, territory hotlists, list views, and reports that enabled sales and marketing teams to target accounts with precision. Scoped and implemented custom Salesforce fields and objects to support new sales and marketing initiatives, providing training and supporting rollout and working with business change teams to monitor post implementation. Designed and led monthly "Data Review" meeting with business stakeholders to monitor CRM health, review enrichment outcomes, and provide insights that helped drive the CRM data to the right teams and the right times. Owned the ZoomInfo platform and later CoPilot AI, maximising ROI through workflow design, automated outreach, and enablement sessions; trained sales teams with battle cards, cheat

sheets, and user guides to boost prospecting success. Delivered workflows and reporting to identify market gaps, optimise enrichment, and support segmentation for multi-channel campaigns and outbound sales plays. Established and managed a centralised helpdesk (ServiceHub) processing 5,000+ Salesforce-related tickets per month, providing frontline GTM data support to sales and marketing, ensuring SLAs were met and enabling continuous improvement in campaign readiness.

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EDUCATION

Newcastle College
Higher Diploma (Foundation Degree) • **Multi-Media Art**

LICENSES & CERTIFICATIONS

NEBOSH General Certificate – Health & Safety

Northumbria University •

Excel for Data Analysis

IBM •

Data Visualisation with Cognos & Excel

IBM •

Data Analytics on Google Cloud with Looker Studio

IBM •

Microsoft Excel Data Preparation in Power BI

IBM •

Harnessing the Power of Data with Microsoft BI

IBM •

Extract, Transform and Load Data in Power BI

IBM •

Salesforce - Trailhead – Mountaineer level

Salesforce •

SKILLS

Go-to-Market Strategy & Execution • ICP Development & Customer Segmentation • Campaign Support & Sales Enablement (collateral, cheat sheets, market analysis reports, insights decks, training guides) • Data Enrichment (firmographic, technographic, buyer insights) • Data Entry & CRM support • Market Intelligence & Competitor Benchmarking • Systems - Salesforce, Ezekia, HIVE(hr) Advanced Excel, Power BI, ZoomInfo (+CoPilot integrated platform), Apollo.io, Lusha, Clay, Cognism • AI & Workflow Automation (ChatGPT, Clay.com, ZoomInfo Co-Pilot) • Data Visualisation – Excel, BI, Looker Studio, Cognos • People Management & Team Development

