

CONTACT

Phone: +31632143854

Email: jurjen@neuralflow.nl

Address: Rotterdam, Netherlands

Linkedin: www.linkedin.com/in/jurjenkoning/

PROFESSIONAL EXPERIENCE

GTM Engineer | 2025 - Present

24/Sales & NeuralFlow.

- Engineered signal-driven GTM systems using Clay and AI orchestration to create predictable, scalable pipeline
- Transformed data into clean, actionable account intelligence that sharpened targeting and improved conversion
- Built and tested fast experimentation loops to uncover messaging, timing, and plays that directly increased revenue

Entrepreneur / Sales Leader | 2020–2025

Trust Marketing (Benelux)

- Built and led one of the highest-performing field sales teams in the Benelux within this niche, scaling from individual contributor to running multiple locations
- Launched and operated new sales locations in Amsterdam and a Hybrid model, driving consistent growth and outperforming competition
- Designed the processes, coaching systems, and recruiting engine that turned a small team into a repeatable, high-output sales operation

EDUCATION

Marketing & Commercial Economics | 2020–2024

Bachelor’s Degree at the University of Applied Sciences Leiden

- GPA: 7.2
- Specialization in Entrepreneurship
- Various Internships at Startups

Business Consultancy Clinic | 2023

Bachelor of Science in Mechanical Engineering

- Focus on business analysis, advisory work, and strategic problem-solving
- Completed real-company consulting assignments

CERTIFICATES

CRM Enrichment | 2025

Clay

Outbound Automation | 2025

Clay

Inbound Automation | 2025

Clay

Inbound | 2025

HubSpot Academy