

Contact

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Top Skills

AI SDR
B2B Marketing Strategy
Clay

Certifications

KPMG AU Data Analytics
SQL SERVER
Accenture Data Analytics and Visualization
Analyzing and Visualizing Data with Microsoft Power BI
SQL Certificate

Pankaj Kumar

GTM & RevOps Strategist | AI-Led Outbound Architect | Scaling B2B Growth with Systems, Not Headcount | Clay, Smartlead, HeyReach, HubSpot Power User | \$2.5M Pipeline Builder
San Diego Metropolitan Area

Summary

Most B2B companies in the United States and global markets chase leads, but the real game-changer is creating demand.

With 4+ years of experience in B2B GTM Strategy, LinkedIn growth, and RevOps, I help SaaS startups, tech companies, and enterprises build scalable, revenue-driven marketing systems.

Buyers in the United States don't respond to cold pitches. they engage with brands that offer value, insights, and credibility. That's where I come in.

I specialize in authority-first demand generation strategies that attract high-intent inbound leads. My approach focuses on:

1. LinkedIn Growth & Demand Gen – Establishing credibility that drives inbound leads
2. RevOps & Sales Enablement – Aligning sales & marketing for revenue acceleration
3. ABM & Targeted Outreach – Precision campaigns that convert the right prospects faster
4. Content Strategy & Thought Leadership – Positioning brands as go-to industry leaders

The Results Speak for Themselves:

- >Generated multi-million dollar sales pipelines through LinkedIn & ABM strategies
- >10x LinkedIn engagement growth, leading to a steady flow of inbound leads
- >Higher conversion rates & shorter sales cycles for B2B brands in US & beyond

If you're struggling with demand generation, sales alignment, or disconnected revenue funnels, let's change that.

DM me, and let's talk about building a GTM & RevOps strategy that actually converts.

Experience

DevCommX

GTM Engineer

January 2025 - Present (11 months)

California, United States

Building DevCommX

Chai Point

Fractional GTM

September 2025 - Present (3 months)

Bengaluru, Karnataka, India

Workleap

Fractional GTM

September 2025 - Present (3 months)

Montreal, Quebec, Canada

SOTA Cloud

Fractional GTM

October 2025 - Present (2 months)

Improzo

Fractional GTM

June 2025 - Present (6 months)

California, United States

Square One

Fractional GTM

April 2025 - Present (8 months)

Dubai, United Arab Emirates

RevGenius

Member

February 2025 - Present (10 months)

United States

Panworld Education

GTM & ABM Strategy Lead

November 2023 - November 2024 (1 year 1 month)

Dubai, United Arab Emirates

As a GTM & ABM Strategy Lead, played an important role in crafting and executing go-to-market (GTM) strategies and account-based marketing (ABM) campaigns that drove revenue growth for B2B companies in the Middle East. I specialized in targeted, data-driven marketing approaches that attracted high-value accounts and accelerated sales cycles.

Key Contributions & Responsibilities:

- Go-To-Market Strategy – Developed and executed GTM strategies for new product launches, market expansion, and customer acquisition.
- Account-Based Marketing (ABM) – Designed and implemented personalized ABM campaigns to engage high-intent enterprise clients.
- Sales & Marketing Alignment – Partnered with sales teams to refine messaging, improve lead handoff processes, and drive pipeline efficiency.
- Data-Driven Targeting – Leveraged intent data, firmographics, and engagement insights to identify and prioritize high-value accounts.
- Multi-Channel Outreach – Integrated LinkedIn, email, and paid media strategies to create omnichannel engagement for target accounts.

Impact & Achievements:

- Accelerated sales cycles by 30% through hyper-personalized ABM campaigns targeting key decision-makers.
- Increased win rates by 40% by aligning GTM messaging with customer pain points and industry trends.
- Expanded market penetration across MENA by launching tailored GTM strategies for different buyer personas and industries.

Mobikasa

RevOps & Sales Enablement Analyst

September 2022 - October 2023 (1 year 2 months)

New Delhi, Delhi, India

I played a critical role in streamlining revenue operations, aligning sales and marketing efforts, and optimizing sales enablement strategies to drive predictable revenue growth for B2B companies in the Middle East.

Key Contributions & Responsibilities:

- Sales & Marketing Alignment - Bridged the gap between sales, marketing, and customer success teams to create a unified revenue strategy.
- Process Optimization & Automation – Implemented and optimized CRM workflows, sales automation tools, and reporting systems to enhance efficiency.
- Data-Driven Decision-Making – Analyzed pipeline performance, conversion rates, and sales cycle efficiency to uncover growth opportunities.
- Sales Enablement & Training – Developed playbooks, content, and training sessions to equip sales teams with the right resources to close deals faster.
- Revenue Forecasting & Reporting – Built dashboards and reports to provide leadership with actionable insights on revenue trends and pipeline health.

Impact & Achievements:

- Increased sales productivity by 25% through automation and workflow optimization.
- Improved lead-to-customer conversion rates by implementing targeted sales enablement strategies.
- Reduced sales cycle length by streamlining prospecting, lead nurturing, and follow-up processes.

taggd

Inside Sales Representative

October 2021 - September 2022 (1 year)

New Delhi, Delhi, India

As a Sales Development Representative (SDR), played a pivotal role in driving top-of-funnel growth by identifying, engaging, and qualifying high-value prospects for the sales pipeline.

Key Contributions & Responsibilities:

- Outbound Prospecting & Lead Qualification
- Personalized Outreach & Engagement
- Pipeline Development & Appointment Setting
- Sales & Marketing Alignment
- Data-Driven Approach

Impact & Achievements:

- Increased response rates and engagement by 30% through hyper-personalized messaging strategies.

- Consistently exceeded lead generation targets, contributing to a 20% increase in sales pipeline growth.
- Developed a scalable outbound prospecting framework that improved conversion rates and efficiency.

Education

Jamia Millia Islamia

Computer Engineering · (2016 - 2019)