

JULIUS M. GÜNZEL

Growth & RevOps Expert with Clay and AI Automation

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EXPERIENCE

RevTech Accelerator | Pawel Nical

RevTech Accelerator

📅 09/2025 - Present 📍 Location

Intensive 10-week program transforming RevOps consultants into top 1% RevTech experts

- Expert positioning, GTM discovery facilitation, translating business objectives into RevOps roadmaps, building signature IP frameworks
- Designing end-to-end RevOps systems, data orchestration, modular RevTech stack design, allbound GTM engine development
- Advanced Clay workflows, AI-powered enrichment and research, multi-channel outbound/inbound automation, HubSpot and N8N integration

Growth & Revenue Operations Manager

Procare

📅 01/2025 - 11/2025 📍 Berlin, Germany

- Built and led complete Revenue Operations infrastructure from scratch for an e-commerce sourcing & fulfillment startup - zero processes to production-ready GTM system in 6 months.
- RevOps Foundation & Audit
- Comprehensive process mapping across Sales, Marketing, and Operations
- Multi-tool integration architecture (HubSpot, Clay, N8N, Gmail, Slack, Fireflies)
- ICP Definition & Market Strategy
- HubSpot CRM architecture: Lead pipelines, deal pipelines, stage-specific automation
- Automated inbound/outbound sequence workflows in Clay
- N8N workflows orchestrating Gmail, HubSpot, Slack, Google Sheets, Clay, Instantly
- AI-powered email generation and meeting intelligence automation
- Sales time allocation shifted from 20% to 80% through systematic automation.
- Tech Stack: HubSpot · Clay · N8N · Zapier · Instantly · OpenAI API · Fireflies · Google Workspace · MCP · Storeleads · Ocean.io

Elite Clay Mastery Program

Clay Bootcamp 🦋

📅 03/2025 - 09/2025 📍 Vereinigte Staaten von Amerika

- Mastering Clay with bespoke 1:1 training and tailored mentorship
- Advanced Clay expertise, focusing on automation, AI-driven business solutions, and workflow optimization.
- Exclusive access to top agency CEOs, a high-impact alumni network, and battle-tested strategies to grow a profitable agency

SUMMARY

After 5 years as Senior Key Account Manager at Europe's largest Google Ads agency, managing enterprise accounts and generating millions in ad spend, I discovered a fundamental truth: more leads don't solve revenue problems—better systems do.

While driving campaign performance for major clients, I embedded myself in sales processes—joining calls, training reps, and analyzing why high-quality leads weren't converting. I saw firsthand how Marketing and Sales operated in silos, with broken handoffs, inconsistent data, and manual processes killing conversion rates.

My analytical background in reporting and performance optimization led me naturally toward automation and systems thinking. I became obsessed with Revenue Operations—building the connective tissue between tools, teams, and data.

As a Clay Expert and N8N specialist, I architected end-to-end revenue systems at Procare, designing workflows that automated lead enrichment, intelligent routing, and sales enablement. I didn't just implement tools—I rebuilt processes from the ground up, enabling sales to work smarter while maintaining full visibility across the customer journey.

Today, I help B2B SaaS companies and agencies (\$1-3M ARR) build revenue operating systems that align Marketing, Sales, and Operations. Using Clay, HubSpot, and N8N, I architect orchestration layers that eliminate friction, accelerate conversion, and create predictable, scalable growth.

Because sustainable revenue isn't about more leads or more reps. It's about better systems.

KEY ACHIEVEMENTS



Conversion Rate Boost

Increased lead-to-customer conversion by 30% in six months.



Time Management Success

Optimized sales time allocation from 20% to 80% using automation.



Budget Management Achievements

Managed advertising budgets of 6-7 figures for major accounts.

EXPERIENCE

Senior Growth Consultant

Smarketer GmbH

📅 03/2020 - 12/2024 📍 Berlin, Germany

Led key accounts and growth initiatives at one of Europe's largest Google Ads agencies, specializing in B2B SaaS and D2C clients.

- Managed 6-7 figure advertising budgets
- Consulted on GTM strategy across marketing, sales, and operations
- Been part of CRM optimization and data quality improvement projects
- Worked with internal sales teams on sales enablement and qualification frameworks

EDUCATION

Bachelor of Business Administration - BBA, Business Administration

Hochschule für Technik und Wirtschaft Berlin

📅 01/2016 - 12/2019

KEY ACHIEVEMENTS



System Development Milestone

Designed revenue operations system from zero to production in six months.

LANGUAGES

Deutsch

Native



English

Proficient

