RASMUS LEHNERT

B2B Lead Generation & GTM Automation Specialist

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PROFESSIONAL SUMMARY

GTM automation engineer and B2B lead generation consultant specializing in Clay, n8n, and Python-based outbound systems. Proven track record of reducing cost-per-qualified-lead by 86% and building end-to-end sales automation pipelines. Deep expertise in data enrichment, multi-channel outreach, and CRM integration for mid-market companies across the DACH region.

EXPERIENCE

Founder & Lead Automation Engineer

Targetory | Nuremberg, Germany | Jan 2026 – Present

- Built a solo B2B lead generation business delivering automated outbound campaigns for IT, consulting, agency, and industrial firms (10–500 employees)
- Designed and deployed end-to-end Clay + n8n + Python + LLM automation workflows: data sourcing, waterfall enrichment, lead scoring, and multi-channel sequencing (email & LinkedIn)
- Engineered custom API integrations (OpenRegister, Clay, Smartlead) for large-scale company data extraction and enrichment across DACH-region targets
- Optimized email deliverability infrastructure with multi-domain SPF/DKIM/DMARC setup and inbox rotation strategies

AI Growth Consultant & Automation Architect

Studicon GmbH (acquired by Horváth) | Stuttgart | May 2025 – Dec 2025

- Architected an end-to-end sales AI automation system: web scraping, LLM-based email sequences, lead scoring, and CRM integration via Azure
- Reduced cost-per-qualified-lead from €200 to €28 (86% reduction) while maintaining high conversion rates
- Consulted enterprise clients (incl. T-Systems Schweiz AG) on AI implementation strategy: sales automation, intelligent document generation, and custom AI platforms
- Delivered ROI assessments and requirements analysis for AI use-case adoption across multiple business units

Sales Manager – Digital Recruiting Solutions

Recruiting Now GmbH | Gmund | Oct 2023 – May 2025

- Generated €32,000 average monthly new-client revenue through data-driven B2B outbound acquisition
- Consulted SMBs on digital recruiting strategies and technology-enabled hiring solutions

Founder & Managing Director – Sales Agency

VendiValor Vertriebsgesellschaft mbH | 2022 – 2023

- Built and managed a field sales agency with 25 contractors and 8 full-time employees
- Delivered multiple multi-channel campaigns, e.g. achieving 46% market penetration (6,600 households) for a SaaS client

Author & Blockchain Consultant

DACH Region | 2019 – 2023

- Published two books on blockchain technology and DeFi; delivered talks to audiences of 50+ on decentralized applications

SKILLS

Technical: Clay • n8n • Python • Smartlead • API Integrations • Web Scraping • LLM/AI Implementation (Azure, RAG) • Data Enrichment • Email Deliverability (SPF/DKIM/DMARC) • Salesforce CRM • SAP • Advanced Excel

Business: B2B Lead Generation • GTM Strategy • Consultative Selling • ROI Analysis • Key Account Management • Project Management • Team Scaling • Multi-Channel Campaigns

EDUCATION & CERTIFICATIONS

Business Management Specialist (Wirtschaftsfachwirt IHK) – In Progress (completion Mar 2026)
Digital Sales Manager Certification (IHK) – 2024 | Content Marketing, Sales & Negotiation
Machine Learning & AI (CS109xa) – Harvard University (online)
Federal Finance Officer (Finanzwirt) – 2015 – 2017 | Federal University of Finance, Sigmaringen