

Lars Broekman



STRATEGIC AI & GTM PARTNER

CONTACT

Boxtel, Noord-Brabant
The Netherlands
brooqy.com

CORE SKILLS

Clay (Certified Partner)
N8N Workflows
HubSpot CRM
AI Automation
Process Automation
GTM Engineering
Lead Enrichment
Cold Outreach Systems
Voice AI (ElevenLabs)
Document Automation

TOOLS & PLATFORMS

Clay
N8N
HubSpot
Make.com
Airtable
Lovable
ElevenLabs
OpenAI / Anthropic APIs

LANGUAGES

Dutch — Native
English — Fluent

PROFILE

Founder of Brooqy, a European go-to-market engineering agency based in the Netherlands. I help mid-market B2B companies build automated outbound engines using Clay, N8N, and AI-powered workflows — from lead enrichment and personalized outreach to full CRM integration. Specialized in serving industries like manufacturing, automotive, logistics, and recruitment across Europe, with a strong focus on GDPR-compliant solutions.

EXPERIENCE

● Founder & Owner

Brooqy Feb 2023 — Present

Boxtel, Noord-Brabant, Nederland · Hybrid

AI automation consultancy providing pre-configured AI assistants and automation solutions to businesses. Specializing in Clay, N8N workflows, HubSpot integrations, and go-to-market engineering. Serving clients across automotive, hospitality, manufacturing, and professional services. Building voice AI implementations, automated document processing systems, lead generation pipelines, and personalized cold email outreach systems.

● AI Automation & Marketing Specialist

DM Wheel Systems Sep 2025 — Present

Netherlands · On-site

Leading AI automation and process optimization initiatives. Implementing AI-powered workflows for marketing operations and business process improvements.

● Sales & Marketing Specialist

DM Wheel Systems Sep 2021 — Aug 2025

Netherlands · Full-time · On-site

Managed sales and marketing operations for 4 years. Developed expertise in Clay and AI-driven sales processes, building foundation for automation and GTM engineering career.

● Sales

Jongeneel Jul 2020 — Aug 2021

Eindhoven, Noord-Brabant, Nederland · Full-time

B2B/B2C sales role in building materials distribution.

EDUCATION

● Bachelor's Degree

Industrial Design Engineering