

PRASAD SUBRAHMANYA

GTM Systems & Automation Leader

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SUMMARY

GTM systems and automation leader with 12+ years building and operating B2B SaaS, data, and revenue platforms. Hands-on experience designing and running end-to-end revenue systems spanning ICP definition, data enrichment, multi-channel outbound, CRM integration, attribution, and pipeline reporting. Built and operated systems that generated \$1.8M+ in qualified sales pipeline in H2 2025 alone for enterprise customers. Strong technical foundation with proven founder-led sales execution—comfortable owning tooling, workflows, and commercial outcomes end-to-end.

EXPERIENCE

Founder & CEO at [Luminik](#)

📅 2023 - Present

📍 Oslo

- Built and operated an enterprise GTM and event-to-revenue system enabling B2B teams to convert event participation and outbound activity into measurable pipeline and closed-won revenue.
- Designed and ran the full GTM system end-to-end, defining the architecture for attendee data extraction, enrichment, ICP matching, multi-channel outbound (email, LinkedIn, dialing), CRM sync, and attribution-ready pipeline reporting.
- Generated \$1.8M+ in qualified sales pipeline in H2 2025 alone through repeatable GTM workflows used directly by Sales and Marketing teams.
- Executed founder-led sales end-to-end (discovery, messaging, outbound, pricing, proposals, contracting, and close), validating the GTM system to ~\$250k ARR as a solo builder and operator.
- Built and maintained integrations with Salesforce, HubSpot, and Apollo.io; implemented automation using n8n and outbound orchestration tools to reduce manual GTM effort and improve speed-to-lead.

Chief Technology Officer at [Aura \(Bain & Company, Founder's Studio\)](#)

📅 2022 - 2023

📍 Oslo & Boston

- Built and scaled a B2B data product to \$3.6M ARR in under 18 months, supporting enterprise and investment GTM motions with high diligence requirements.
- Partnered closely with Sales and customers during pilots, technical evaluations, and enterprise reviews; translated buyer constraints into product and delivery priorities.
- Operated large-scale production systems processing 1B+ profiles, 500M+ job postings, and 20M+ skills, supporting revenue-critical customer workflows.
- Led a 30-person distributed org across engineering, data, and product; owned budgets, vendors, and delivery reliability.

Co-Founder & CTO at [Mainteny \(\\$2.7M seed from Cusp Capital; \\$3.0M total\)](#)

📅 2020 - 2022

📍 Oslo & Berlin

- Founded and led a multi-tenant B2B SaaS product from scratch; owned product definition, system design, delivery, and early customer implementations through seed stage.
- Worked directly with customers on onboarding, usage expansion, and technical diligence during sales and fundraising.
- Built and led a 15-person distributed engineering and design team through the seed phase.

Engineering Manager at [Quantumrock](#)

📅 2018 - 2020

📍 Munich

- Architected and scaled an event-driven trading platform managing ~\$50M in assets, supporting sub-150ms execution paths. Led a 10-engineer team and migrated infrastructure from Hetzner to AWS, improving scalability and operational maturity.

Senior Engineering at [CommercelQ](#), [Wirecard](#), [BlueJeans](#)

📅 2014 - 2018

📍 Germany & India

- Built and operated backend systems in regulated, high-availability environments; supported SOC2 Type I/II audits at BlueJeans.
- Delivered payments and data-platform capabilities in complex enterprise integration programs (including Citibank credit migration at Wirecard).

GTM STACK

📊 CRM & Revenue Systems

Salesforce • HubSpot • Marketo • Attio

📡 Outbound & Enrichment

Apollo.io • Clay • multi-channel outbound (email, LinkedIn, dialing)

⚙️ Automation

n8n • Make • Zapier

📊 Platform & Data

Snowflake • Mixpanel • Amplitude • Semrush • Ahrefs • APIs

</> AI & Dev

Python • Cursor • Claude Code • Azure OpenAI

LANGUAGES

🇬🇧 English



🇳🇴 Norwegian



🇩🇪 German



EDUCATION

Bachelor of Engineering – Computer Science

[Visvesvaraya Technological University](#)

📅 2010 - 2014

📍 India

🏆 3.8 / 4.0 GPA

ACHIEVEMENTS



Award

Q1 2015 - BlueJeans Quarterly Engineering Award (All-Star)



Career Growth

Progressive international experience working primarily with startups and in varied industries like FinTech, B2B SaaS and e-commerce