



GTM ENGINEER | REVOPS & AUTOMATION SPECIALIST

Contact Info



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WILLY HERNANDEZ

GTM Engineer with 10+ years across sales, RevOps, and automation. Specializes in building production-grade outbound and inbound systems. Strong customer-facing operator w/ deep experience supporting real revenue motions.

PROFESSIONAL HISTORY

FOUNDER & GTME

THE GTM FACTORY | NOV 2025 - PRESENT

Founded a boutique AI-first automation consultancy helping companies bridge the gap between strategy & execution.

Focus areas include:

- GTM architecture – Strategy w/ ICP, CRM enrichment, and inbound/outbound automations
- GTM stack includes, but not limited to: Salesforce/Attio/HubSpot, Apollo, Clay, Make, Smartlead, HeyReach, etc.
- Built data enrichment and email infra for AI-driven prospecting
- Workflow design (in Figma), tech documentation, & system training

FOUNDING GTM ENGINEER (SALES LED)

AMPERSAND | OCTOBER 2023 - MAY 2025

- Designed and implemented outbound engine through HubSpot, Apollo, HeyReach, Smartlead, Clay, OpenAI, & various other tools
- Integrated data enrichment, Apollo sequencing, email infra, and CRM syncing into unified GTM motion
- Formed strategic partnerships with Aircall, Gong, and IronClad & 40+ providers
- Managed and closed sales from demo-to-close ($\$0 \rightarrow \$304k$)
- “Jack-of-all Trades”

STRATEGIC ACCOUNT EXECUTIVE (OEM)

MAKE (FORMERLY INTEGROMAT) | JULY 2022 - MAY 2023

- Led evaluations for OEM/whitelabel use cases with unicorn-stage companies focused on customer-facing integrations
- Partnered cross-functionally with Product, Customer Success, Marketing, Sales Development, and Alliances teams
- Built and maintained competitor intelligence repository to support technical sales narratives
- Contributed to OEM enablement, documentation, & training
- Achievements:
 - Total booked revenue: **\$725,000**
 - Largest transaction closed: **\$145,000 ARR**
 - Fastest recorded OEM sale cycle: **6 days**

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PROFESSIONAL HISTORY

ACCOUNT EXECUTIVE, COMMERCIAL

MULESOFT | JUNE 2021 - JULY 2022

- Led evaluations for customer onboarding, back-office integrations, and API management (APIM) for SMB/GRB clients
- Collaboration with Salesforce Core AEs, Marketing, Sales Development, Partners/Channel teams (~100+ teammates)
- Achievements:
 - Q4 2022: **137%** of quota
 - Largest transaction closed: **\$217,000 ARR**
 - 7 total transactions (Across MuleSoft Anypoint and Composer)

ENTERPRISE ACCOUNT EXECUTIVE - NEW BUSINESS

MALWAREBYTES | JUNE 2020 - JUNE 2021

- Lead evaluations of endpoint protection software for Enterprise companies of 750 - 3000 in employee size
- Cross collaboration with Marketing, SDR, Partner Teams
- Achievements:
 - Q3 2020: **146%** of quota
 - Largest transaction closed: **\$61.2k ARR**
 - 14 total transactions

ACCOUNT EXECUTIVE - INSIDE SALES

JITTERBIT | MARCH 2017 - JUL 2020

- Responsible for providing solutions to prospects to achieve critical business objectives through integrations and APIM
- Achievements:
 - FY20 ISR MVP
 - FY20 quota attainment: **174%**
 - Highest close ratio **32.4%** amongst all NA EAE/AEs that participated all of FY20
 - Promoted 2 times from BDR (March '17 - February '18) to Sr. BDR (March '18- January '19) to ISR AE (February '19 - present)

WILLY HERNANDEZ

AREAS OF EXPERTISE

- Automation & AI:
 - Apollo, Smartlead, Zapier, Make (Integromat), Clay, OpenAI API, Anthropic Claude
 - Prompt engineering for outbound personalization and workflow logic
- CRM & RevOps:
 - HubSpot, Salesforce
 - Workflow building, lead scoring, and pipeline automation
- Sales Enablement & Data:
 - LinkedIn Sales Navigator, ZoomInfo, Crunchbase, LeadIQ
 - Outreach, Salesloft, Gong
- Process & Methodology:
 - Force Management, MEDDIC, Sandler
 - Fluent in Spanish; experienced with deals in LATAM
- Productivity & Communication
 - Google Workspace, Outlook, Slack, Slab, DocuSign

EDUCATIONAL HISTORY

SAINT MARY'S COLLEGE OF CALIFORNIA

BACHELOR OF SCIENCE: INTERNATIONAL BUSINESS

- Studied abroad in Barcelona, Spain