

# Luke Ward

Founder, ClientTribe Inc. | Clay Certified: Outbound Automation | Tokyo, Japan

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## PROFESSIONAL SUMMARY

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B2B outbound specialist with 20+ years of experience in sales, recruitment, and marketing automation. Founder of ClientTribe Inc., a GTM systems consultancy that builds Clay-powered outbound engines delivering 6-20 qualified meetings per month for agency and SaaS clients. Expert in intent-signal targeting, multichannel outbound, and AI-powered personalization at scale. Holds Clay's Outbound Automation Certification (Feb 2026).

## CORE SKILLS & TOOLS

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Clay.com | Cold Email Strategy & Execution | Lead Generation | B2B Outbound | Intent Signal Targeting  
Smartlead.ai | Instantly.ai | Make.com | Apify | Supabase | Zenrows | Scaledmail | Zapmail

## EXPERIENCE

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### Founder | ClientTribe Inc.

Jan 2019 – Present Tokyo, Japan (Remote)

- Build GTM systems in Clay that book 5-15+ qualified sales calls per month for agency and SaaS founders.
- Send 1,000+ emails per day enabling clients to reach their entire TAM every 30-90 days.
- Leverage intent signal targeting: social engagement, hiring signals, job changes, funding rounds, and more.
- Implement AI-powered personalization to generate deeply tailored messaging at scale — not mass-blast templates.
- Delivered a campaign achieving 1 positive reply per 36 contacts (24 replies from 852 prospects) using interest-based targeting via Clay workflows.
- Built Supabase staging table + Make.com drip automation to feed leads into Clay enrichment tables dynamically, reducing costs and OpenAI token spikes.
- YouTube channel generating 55,000+ in revenue from Clay and Apollo tutorials, with focus on recruitment and outbound automation content.

### Founder | AutomationXL, Inc.

Jan 2013 – Dec 2018 Vancouver, BC, Canada

- Started as a marketing automation consultancy building custom B2B/B2C sales funnels.
- Evolved into a full lead generation agency leveraging Facebook advertising for coaches, medical clinics, and construction companies.

- Launched outbound cold email campaigns in 2017, acquiring 15 new clients and generating ~\$250,000 in revenue in the first year.
- Managed e-commerce advertising with \$30,000/month Meta and Google ad spend.

## **Associate Director** | Robert Walters

Oct 2005 – Dec 2012 Tokyo, Japan

- Started as recruitment consultant placing IT professionals at financial institutions; generated \$550,000 in year 1 and \$800,000 in year 2 — a divisional record across 20+ consultants.
- Promoted to Team Manager (July 2007), managing a team of four recruitment consultants.
- Transferred to Sales & Marketing Division (Jan 2011), placing sales professionals at Microsoft, SAP, Apple, Facebook, Twitter, HP, Lenovo, and Accenture.
- Promoted to Associate Director (Aug 2011), managing two teams in IT and online verticals that generated \$2,000,000+ in 2011.

## **CERTIFICATIONS**

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**Clay Outbound Automation Certification** — Issued Feb 2026, Expires Feb 2027

## **EDUCATION**

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**Cardiff University** | BEng (Hons) Architectural Engineering | 1999 – 2003