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Top Skills

Marketing Attribution

HubSpot Marketing Hub

Workflow Management

Certifications

HubSpot Sales Hub Software

IELTS

Entrepreneurship Foundations

DELF

Managing Innovation

Carolina Decastri

GTM & Revenue Operations for B2B SaaS & AI | HubSpot Certified |
VP START Alumni

Berlin, Berlin, Germany

Summary

Helping High-Growth Startups Scale Smarter & Networkers Connect Better

After a few years in a Platform role in VC supporting founders on company-building challenges, I saw a pattern: great products often struggled to scale because commercial systems weren't built to match their ambition.

...Which is why I decided to dive deeper into Revenue Operations & GTM, to help high-growth startups fix that gap — building scalable go-to-market systems that connect people, process, and technology.

At Checkpoint GTM, we work hands-on with founders and revenue teams to turn growth ambition into operational clarity. My goal is to help startups scale faster, more predictably, and with stronger foundations.

What we love doing:

- ◉ Revenue Operations (RevOps): Align Marketing, Sales, and Customer Success through unified systems and shared data.
- ◉ Go-to-Market Strategy: Turn vision into execution — from ICP definition to pipeline generation and forecasting.
- ◉ Sales Process Design: Streamline workflows, shorten cycles, and enable teams with the right tools and playbooks.
- ◉ CRM & Data Infrastructure: Audit, implement, and optimise HubSpot or Salesforce for visibility and scalability.
- ◉ Performance & Enablement: Build dashboards, automate reporting, and establish data-driven decision-making.

If your team is growing fast but struggling to stay aligned, move deals forward, or make sense of your data — that's where we bring value. We help startups bring structure to growth, clarity to operations, and confidence to decision-making.

I'm actively involved in START Network, where I've held leadership roles—from President of the Barcelona chapter to VP of START Alumni. Let's collaborate: alumni@startglobal.org

Freedom to do what you love is life's greatest privilege.

Experience

Checkpoint GTM

1 year 2 months

Senior Revenue Operations & GTM Engineer

September 2025 - Present (6 months)

Revenue Operations & GTM Engineer

January 2025 - Present (1 year 2 months)

Operationally consulting early stage startups on their Sales processes, GTM motion and RevOps strategy:

- ▶ We use a methodical approach to analyze your GTM process, including interviews with growth teams, analyzing existing data, and identifying gaps in the process
- ▶ We streamline revenue operations, optimize CRM systems, and unlock data-driven insights to improve efficiency and growth
- ▶ We refine processes, implement CRM from scratch, and set up analytics, while we help teams align, automate, and make smarter strategic decisions

www.checkpointgtm.com

TrustYou

Marketing Implementation

November 2025 - Present (4 months)

voize

11 months

Marketing Operations

October 2025 - Present (5 months)

Revenue Operations & GTM

April 2025 - October 2025 (7 months)

Customer Journey Implementation

Customer Success Operations Setup

SaaS Metrics & Reporting Setup

Lead Attribution & Marketing ROI tracking

Sales Enablement & CRM Optimization

IAG

Fractional Platform & Network Lead

February 2025 - Present (1 year 1 month)

Milan, Lombardy, Italy

Duel Tech

Revenue Operations & Customer Success Operations

February 2025 - Present (1 year 1 month)

Customer Success Operations

Account Strategy & Outbound Flow

SaaS Metrics & Reporting

CRM Optimization

START Global

4 years 5 months

START Alumni | Vice-President

March 2023 - Present (3 years)

Berlin, Germany

START Alumni | Board Member

February 2022 - March 2023 (1 year 2 months)

Berlin, Germany

Network Management Team

October 2021 - September 2022 (1 year)

Munich, Bavaria, Germany

Platform Crew in VC

Initiator & Co-Lead

December 2022 - June 2025 (2 years 7 months)

Berlin, Germany

Community of 50+ VC Platform Operators in DACH exchanging insights and best practices on how to support portfolio founders best. All this in front of delicious breakfasts

Reach out if you want to join!

Italians in VC

Berlin Chapter Lead

January 2023 - December 2024 (2 years)

Berlin, Germany

Atlantic Labs

Platform Lead | Founders' Resources, Partnerships & Network

June 2022 - October 2024 (2 years 5 months)

Berlin, Germany

Leading our Platform, Partnerships and Network: resources dedicated to our portfolio of 180 ventures across Europe, the UK and the US.

- Built a no-code platform that counts 200+ pages, 90+ pieces of content, among which company building playbooks and templates, and 300+ users
- Hosted 67 founders workshops and ecosystem events with 2700+ participants
- Led our University efforts with 50+ Universities and launched a Newsletter with 1250+ recipients
- Managed a Network of 120+ experts and partners, and 60+ tools that provided >700k€ in savings for our portfolio companies
- Increased our Founders Community (400 founders) engagement by 150% in one year

Atlantic Labs invests in pre-seed and seed founders who dare to change the status quo.

FoodLabs

Platform Lead | Founders' Resources, Partnerships & Network

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FoodLabs invests in pre-seed and seed founders who aim at having a positive impact on our planet in the food-, agri-, and health-tech sectors.

Tanso

Entrepreneur In Residence

November 2021 - February 2022 (4 months)

Munich, Bavaria, Germany

A purpose-driven startup aiming to remove the structural barriers that hinder corporations from transitioning to a lower-carbon economy and solve climate change with technology. Doing so by making sustainability accounting as integrated, transparent, and verifiable as financial accounting.

Stage: Pre-Seed

Funds raised: 1.9M\$

START Barcelona

President & Re-Initiator

April 2021 - October 2021 (7 months)

Barcelona, Catalonia, Spain

START Barcelona is part of the START Global Network: Europe's largest student-run association and organiser of Europe's leading conference for entrepreneurship - the START Summit.

START Barcelona was founded in 2018 by 4 founders and interrupted at the beginning of 2020. A team of 4 other Esade students and I revived its spirit in 2021 and rebuilt it to create more and more value and opportunities in the field of entrepreneurship and innovation. The team now counts 21 members and is planning great things for the upcoming year. Get in touch to discover more!

180 Degrees Consulting Barcelona

Community Manager & European Summit 2021 Organiser

November 2020 - August 2021 (10 months)

Barcelona, Catalonia, Spain

180 Degrees Consulting - world's largest consultancy for non-profits & social enterprises.

Organised a 2-day online European Summit together with 20 other members of 11 European 180DC branches to bring hundreds of participants together to learn about sustainability and get inspired to have a long term impact.

13+ hours of educational and fun activities for members of
45+ Branches of 180 Degrees Consulting and 65+ nationalities

Novartis Oncology

Business Project - External Innovation Consultant

January 2021 - May 2021 (5 months)

Barcelona, Catalonia, Spain

Consulting project with the Novartis Oncology department with the objective of brainstorming and implementing a solution in the field of patients' empowerment.

Independently conducted over 20 user interviews and built a functioning prototype using Figma.

Allianz

Project and Stakeholders Management

July 2019 - July 2020 (1 year 1 month)

Munich Area, Germany

- Carried out Project Management activities within one of Allianz's biggest global transformation project
- Co-led the Change Control and Release Management Processes (implementation of SF changes)
- Acted as Key Account Manager for over fifty Allianz Entities globally in two languages
- Created both internal (intranet pages, newsletters) and external communications to over a hundred entities world-wide
- Taken the role of Scrum Master (after intensive coaching sessions) within a team of 17 members
- Executed Reporting and Analytics related tasks for top management on a weekly basis

Volkswagen Commercial Vehicles

HR Strategy

May 2018 - September 2018 (5 months)

Munich, Bavaria, Germany

- Co-created three leadership programs (Talent Management), conducted over thirty interviews (Recruiting) and involved in grading and succession planning projects (Performance Management)
- Demonstrated organizational and problem-solving skills in set-up of two global events (TMM & IAA 2018)
- Designed and ran workshops on Pluralism and Inclusion in two languages
- Led testing of Travel Management System and drafted a two hundred pages document to track defects

SocialFare

Junior Consultant

October 2017 - May 2018 (8 months)

Turin Area, Italy

- Coordinated Wher's launch: Italian Start-up focused on female safety in urban settings (organized three events)
- Participated in the implementation (Marketing and Communication strategies) and the launch (Go-To-Market strategy) of their now-successful App
- Performed and delivered Market Research and Competitive Analysis to the Co-Founders on a weekly basis

Versace

Showroom Sales Assistant

May 2017 - July 2017 (3 months)

Milano, Lombardy, Italy

- Fulfilled administrative tasks during campaign of Versace Collection's summer line (main responsibilities: welcoming high-profile clients, scheduling appointments, daily deliveries and showroom design)
- Engaged with pricing and wholesaling teams and coordinated marketing activities with three other Versace lines

Education

Esade

MSc in Innovation and Entrepreneurship, Entrepreneurship/Entrepreneurial Studies · (October 2020 - October 2021)

ESCP Europe

Bachelor in Management, Business Administration and Management, General · (2016 - 2019)

