

# Hamza Saqib

## SALES OPERATIONS MANAGER

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### EDUCATION

#### Lahore University of Management Sciences (LUMS)

BSc (Hons) 2013-17

### SKILLS

Funnel Analysis & Conversion Metrics, HubSpot Lifecycle Management, Marketing Automation, Intent Data Activation, ICP Definition & Targeting, Outbound Automation, CRM Data Integrity, SDR Enablement, Dashboarding & Reporting, GTM Operations

### TOOLS

- Salesforce (Admin)
- Hubspot (Admin)
- Zapier, Tray (Admin)
- Claude Code
- Apollo, Gong, Clay, Orum, Alta
- LinkedIn Sales Navigator
- Monday
- Power BI, SQL, Google Looker

## PROFESSIONAL EXPERIENCE

### Sales Operations Manager | Lively

Jan 2025 - Present  
Lisbon

**Achievement:** Implemented & automated Lively's GTM strategy. Drove 25% of all sales meetings for FY25.

**Product:** Employee health benefits in USA.

- Built a sales intelligence system from three years of call data (pain points, competitor intel, rep scorecards, ICP profiles, objection playbook) and automated post-call distribution via Zapier so reps get personalized follow-ups immediately after every call and execs get a weekly digest.
- Built broker and client personas covering commercial orientation, decision hierarchy, stakeholder maps, KPIs, and messaging angles using Claude Code; deployed across email, call, and ad channels. Built persona taxonomy and automation to classify contacts and sync to Salesforce.
- Mined four years of lost deals, categorized loss reasons, wrote targeted re-engagement messages for each, and automated outreach for both dormant contacts and future losses at close.
- Advised on GTM stack selection across Salesforce, HubSpot, ZoomInfo, Apollo, Clay, and Alta; managed vendor trials & requirement mapping.
- Built & maintained the lead data pipeline from Apollo and Clay into Salesforce and HubSpot, with continuous monitoring to keep signals accurate.
- Deployed first-time outreach automations: AI calling, LinkedIn sequences, a Content Agent, and lead scoring across multiple sources.
- Partnered with sales leadership to translate GTM strategy into workflows reps actually adopt.
- Built Lively's event strategy from scratch, converting post-event leads into Lively Champions through an automated nurture track.

### Sales Operations Manager | Tkxel

Jan 2024 - Dec 2024  
Lisbon

**Achievement:** \$1 Million in B2B Sales CY 2024

**Services:** Custom Development, Cloud, AI/ML, Digital Transformation, Design UI/UX

- Hired & managed 6 remote SDRs across time zones; built training manuals and onboarding docs to standardize ramp-up at scale.
- Deployed the outreach stack (Orum, Apollo, Sales Nav) and built processes, KPIs, and incentive structures for tool adoption.
- Owned Salesforce data integrity, built target account lists using firmographic, behavioral, and intent signals to prioritize prospects.
- Built funnel dashboards and rep scorecards to surface conversion drop-offs at each stage and hold performance to clear standards.
- Built sequence frameworks for SDRs in Apollo and Outreach — copy, cadence, and follow-up logic — creating a repeatable, testable outreach motion.
- Automated SDR workflow tasks including follow-up creation, lead routing, and Salesforce assignment rules, reducing manual work and keeping reps selling.
- Wired intent data, job change alerts, & funding signals into SDR workflows, enabling trigger-based outreach at the right moment.
- Ran continuous A/B tests on messaging and call scripts, fed results into live sequences to improve opens, replies, and conversion.

## Deputy Project Manager - Corporate Strategy | Fauji Foundation

Nov 2021 - Dec 2023  
Islamabad

**Achievement:** Onboarded 8 national incubators, secured ~\$200,000 funding to 108 startups,

**Project:** Oversaw strategy and operations of a \$7M VC fund allocation to boost startup ecosystem in Pakistan.

- Strategy side: worked out how funds should be allocated across startups under the Prime Minister's Entrepreneurship Scheme — deciding or helping decide which startups get what, and structuring that logic.
- Investor side: served as the bridge between government and private investors, keeping them aligned and moving.
- Analytics side: brought in financial analysts, ran workshops, and tracked how the fund was actually performing in real time.
- Operations side: handled the logistics and marketing for events designed to get the startups in front of the right people and raise their visibility.

## Business Development Manager | Ailaj

Aug 2019 - Oct 2021  
Lahore

**Achievement:** Successfully onboarded 700 doctors during tenure.

- Running the full doctor acquisition and onboarding operation.
- On the pipeline side, building and managing a steady flow of prospective doctors through direct outreach to hospitals and clinics and through partnerships — so the network was growing consistently, not in bursts.
- On the onboarding side, owning the process from signed agreement to active user. Making sure doctors didn't just join the platform but actually used it — activation and adoption, not just headcount.
- On the process side, working with product and operations to identify where onboarding was breaking down and fixing it. The workflow improved because someone was watching where doctors dropped off and pushing internally to address it.

## Marketing & External Relations | Careem

Jul 2017 - Jun 2019  
Lahore

**Achievement:** Part of marketing team that took daily active users from 0 to 1 million within a year.

- Ran day-to-day marketing across multiple channels to drive downloads and retention, using promotional codes as a conversion and re-engagement lever.
- Built distribution channels by signing deals with universities and companies to reach large, relevant audiences through exclusive promos — a B2B2C acquisition motion.
- 0 to 1 million DAUs in a year means the environment was fast-moving and resource-constrained — execution-focused, hands-on work of getting users in and keeping them active.