

SUDHEER YALLA

Fractional RevOps Leader · B2B SaaS & Scale-Up GTM

Location: Amstelveen, Netherlands

Availability: 1–4 days per week

Revenue Operations leader with **15+ years** building the GTM foundations that growth-stage B2B businesses need to scale — turning messy pipelines, spreadsheet-dependent forecasts, and disconnected teams into disciplined, data-driven revenue engines.

Rare combination of **hands-on CRM operator** (HubSpot, Salesforce, Odoo) and **senior commercial operations** pedigree from Salesforce and Cognizant — so founders and revenue leaders get both strategic clarity and practical execution from a single engagement.

Built and operates with **Claude Code and an AI-native martech stack** — meaning Sudheer hits the ground running, deploys working RevOps systems in weeks rather than quarters, and replaces manual GTM workflows with intelligent, self-executing automation that scales without headcount.

Key operator in scaling **Tableau's Northern Europe sales engine**, driving 10% sales growth, +30% AE productivity, +20% pipeline coverage, and –50% reporting cycle time — uniquely positioned to help start-ups and scale-ups install the same operating discipline before it becomes a growth ceiling.

FRACTIONAL REVOPS OFFERING

Sudheer partners with start-ups and scale-ups to build, fix, or scale their CRM, pipeline, and forecasting systems — fast.

TYPICAL ENGAGEMENT FOCUS

- **CRM implementation & uplift** — HubSpot, Salesforce, Odoo: from scoping to full adoption
- **Pipeline governance & forecast discipline** — stages, categories, field governance, MEDDIC/COM
- **AI-native RevOps** — Claude Code, n8n, agentic workflows replacing manual GTM ops
- Territory design, quota planning, and capacity modelling
- Executive reporting — MBR / QBR packs, pipeline reviews, leadership dashboards
- Eliminate spreadsheet dependency with CRM-native workflows and structured reporting
- Align Sales, Marketing, and Finance into a single revenue operating model

COMMON USE CASES

- Post-Series A/B — moving from founder-led ops to a scalable revenue engine
- Scaling SaaS — forecast variance, pipeline gaps, and CRM hygiene blocking growth
- CRM rebuild or migration — replacing a B2C or legacy CRM with a B2B-native system
- AI & automation retrofit — embedding Claude Code and agentic workflows into GTM ops

ENGAGEMENT MODEL

- **Fractional RevOps Leader** — 1–4 days per week
- **90-day RevOps acceleration** — scoped programmes with defined outcomes
- **End-to-end CRM implementation** — typically 6–10 weeks

CORE CAPABILITIES

Revenue Operations · CRM Implementation & Optimisation · Forecasting & Pipeline Governance · Sales Process Design · Workflow Automation · AI-Native RevOps &

SELECTED IMPACT

- **Drove 10% sales growth** across Tableau's Northern Europe region
- **+30% AE productivity and +20% pipeline coverage** through territory design, quota planning, forecast governance, and executive cadence
- **Reduced reporting cycle time by 50%** through automated dashboards and operating discipline
- **Forecast variance reduced to within 5%** by aligning CRM and ERP data across Sales, Finance, and IT
- **Lifted HubSpot adoption from ~60% to 100%** across CRM, subscriptions, e-signature, and Xero finance integration for an \$8M ARR SaaS
- **Delivered end-to-end B2B CRM implementation in 6 weeks** — migrated a B2C CRM to a fully configured Odoo platform with custom modules and automation
- **~30% improvement in product matching** for a European retail buying alliance via SAP + Snowflake data architecture

RELEVANT EXPERIENCE

RevOps Advisor — GTMBench

2026–Present

- Specialist RevOps advisor to the GTMBench network — Claude Code, OpenAI Codex, HubSpot, pipeline governance, forecasting, and AI-native GTM execution
- Building **AI agents across the revenue function and buyer journey** — ICP intelligence, Outbound & Inbound, and Revenue Analytics
- Supporting founders and revenue leaders at growth-stage B2B businesses in building CRM-native commercial operations

Revenue Operations Consultant — GTM Technology Solutions

2025–Present

- Leading HubSpot uplift from 60% → 100% adoption for an \$8M ARR B2B SaaS — CRM, subscriptions, e-signature, Xero finance integration
- Delivered end-to-end Odoo B2B CRM implementation in 6 weeks for an Indian IT services firm — custom modules, automation, structured data model
- Enterprise data architecture for a European retail buying alliance — SAP Public Cloud + Snowflake + analytics, ~30% lift in product matching
- Introduced n8n and CRM-native automation to replace manual reporting and reduce overhead

Sr. Manager, Sales Strategy & Business Operations — Salesforce (Tableau)

2022–2025

- Led sales strategy and business operations for Northern Europe — territory design, quota planning, forecast governance, leadership reporting
- Drove 10% sales growth; improved AE productivity by 30% and pipeline coverage by 20%
- Reduced forecast variance to within 5% by aligning CRM and ERP data across Sales, Finance, and IT
- Cut reporting cycle time by 50% through process redesign and operating discipline

Associate Director, Sales Operations & Analytics — Cognizant

2012–2022

- Built and scaled sales operations reporting across Europe, UK, and APAC — supporting a 100+ AE sales organisation
- Implemented automated Power BI reporting — 50% less manual effort, 25% better data accuracy
- Defined sales KPIs, performance dashboards, and forecast/pipeline governance with regional leadership

SCOPE & OPERATING MODEL

Operating Mode — Fractional · Project · 90-Day Sprint · End-to-End CRM Build

Tools & Platforms — HubSpot · Salesforce · Odoo · Tableau · Power BI · n8n · Snowflake · Xero · Claude Code · OpenAI Codex

Sectors — B2B SaaS · IT Services · Enterprise Tech · Finance Leasing · AI & Data

Coverage — UK · Netherlands · Europe · Remote-first

Background — MBA, IIM Kozhikode · B.Tech, IIT Madras · MIT Sloan Executive Education (AI & Digital Strategy)

Languages — English (native) · Dutch (intermediate)

WHY SUDHEER

- **Operator, not advisor** — installs working RevOps systems, doesn't just write strategy decks
- **Enterprise pedigree, scale-up speed** — Salesforce / Cognizant rigour, deployed in weeks not quarters
- **AI-native from day one** — builds with Claude Code and OpenAI Codex as core RevOps tooling, not bolt-on experiments
- **Full-stack RevOps** — covers CRM build, pipeline governance, forecasting, executive reporting, and AI agents in a single engagement
- **Cross-sector range** — SaaS, IT services, retail, finance leasing — comfortable across B2B archetypes

ENGAGEMENT

Available for fractional and project RevOps engagements with start-ups and scale-ups. **Get in touch via [GTMBench.co](#)** to scope a brief.