VALENTIN TRESKUNOV

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Sales Enablement, Revenue Operations & AI Automation Leader

PROFESSIONAL SUMMARY

Sales enablement and revenue operations leader with 20+ years of cross-functional experience spanning technology, business development, project execution, CRM strategy, and go-to-market operations. Proven track record building onboarding programs, sales playbooks, CRM workflows, pipeline processes, and cross-functional operating systems for startups, consulting organizations, and enterprise teams. Hands-on with HubSpot and Salesforce, and increasingly focused on AI-enabled sales automation, workflow design, rapid prototyping, and applied generative AI using ChatGPT, OpenAI Codex, Claude, Claude Code, Gemini, Perplexity, and related tools.

CORE EXPERTISE

Sales Enablement | Revenue Operations | GTM Strategy | CRM Implementation | SDR/AE Onboarding | Sales Playbooks | Pipeline Development | AI Automation | AI-Assisted Workflow Design | Project Management | Business Development | Cross-Functional Operations

EXPERIENCE

ValentinTreskunov.com (Formerly Wild Commerce Design) — Old Bridge, NJ Mar 2012 – Present

Founder & Principal Consultant — Sales Enablement, Revenue Operations & AI Automation

- Lead client engagements spanning sales enablement, revenue operations, business modernization, digital strategy, project management, and AI-assisted workflow design.
- Designed and led sales enablement programs supporting SDRs, Account Executives, and Sales Managers across SaaS, consulting, and AI/ML environments.
- Delivered CRM onboarding and training across HubSpot and Salesforce Lightning, improving adoption, data hygiene, opportunity tracking, and forecast visibility.
- Developed documentation, live workshops, onboarding assets, and playbooks that improved CRM usage compliance by 60% and shortened ramp time by 30%.
- Orchestrated sales and marketing workflows using HubSpot, Salesforce, Salesloft, Outreach, ZoomInfo, DiscoverOrg, LinkedIn Sales Navigator, Asana, Monday.com, and related platforms.
- Partnered with leadership teams to introduce AI tools and AI-assisted workflows for research, messaging, documentation, prospecting, content creation, and operational efficiency.
- Use ChatGPT, OpenAI Codex, Claude, Claude Code, Gemini, Perplexity, and automation tools for rapid prototyping, workflow design, research, sales enablement content, and business process improvement.
- Implemented HubSpot Sales CRM across multiple organizations, including a $25M Series A AI/ML startup and a NetSuite.
- Managed cross-functional project teams of developers, designers, testers, and business stakeholders, owned timelines, resource planning, issue resolution, and delivery.
- Earlier consulting growth efforts increased sales 80%-100% annually, reaching $2.2M in revenue by 2020.

Superwise — Tel Aviv, Israel Feb 2022 – Jul 2022

Business Development Manager

- Partnered directly with the CRO, CEO, and Head of Marketing at a pre-Series A AI/ML startup to establish a scalable outbound sales process and refine ICP segmentation.
- Implemented and configured HubSpot CRM to track lead activity, automate outreach workflows, and improve sales/marketing alignment.
- Built outbound playbooks and onboarded 4+ BDRs with email templates, call scripts, objection-handling frameworks, and process documentation.
- Supported enterprise sales cycles including discovery, business reviews, PoC engagements, and contract negotiation strategy.
- Built a $450K pipeline within the first two quarters.
- Helped support the shift from long PoC-centric sales cycles toward a SaaS/pay-as-you-go motion.

EXPERIENCE

InetSoft — Piscataway, NJ **Aug 2019 – Dec 2020**

Business Development Executive

- Helped establish inbound and outbound business development functions while operating in a hybrid business development/account executive role across the sales cycle.
- Contributed to account-based marketing strategy, target-account selection, lead qualification, discovery, and strategic relationship development.
- Partnered with CMO and sales leadership to coach inbound and outbound reps on CRM, LinkedIn Sales Navigator, Salesforce Lightning, email cadence, and follow-up practices.
- Helped secure a Fortune 100 telecommunications account within the first quarter at roughly three times the average deal size.
- Reached pipeline quota within six months, closed business within the first three months, expanded a legacy account, and closed new international business in Jamaica and France.

Information Builders — Chesterfield, MO **Aug 2016 – Mar 2019**

Business Development Specialist

- Led top-of-funnel outbound prospecting and account-based business development across the Midwest division.
- Trained 25+ sales staff on Salesforce CRM best practices, opportunity management, reporting, and campaign tracking.
- Generated more than $4.6M in pipeline and more than $1.2M in closed business in 2018.
- Maintained one of the largest pipelines in 2017 and 2018 and was recognized as a top performer for 8+ consecutive quarters.
- Nominated SDR of the Region, Q4 2017.
- Partnered closely with partner enablement teams and ran large regional events quarterly.

Central Jersey Fútbol Alliance (CJFA) — Sayreville, NJ **Mar 2021 – Present**

Co-Founder & Operations Advisor

- Support organizational growth, sponsorship development, digital operations, CRM workflows, community engagement, and operating processes for a growing youth soccer organization.
- Advise on website/digital infrastructure, marketing operations, social media execution, sponsorship outreach, and process modernization.

ADDITIONAL EXPERIENCE

Best Buy (Geek Squad Sr. Agent) | Mastercard (Customer Ops) | Nike (E-commerce Support) | GoDaddy (Sales Consultant) | Metaverse Corp (BD Manager) | WoWTrim.com(Formerly AAA Exotic Wood)

EDUCATION

Bachelor of Science, Computer Science Systems
DeVry University — North Brunswick, NJ, 2004

TOOLS & TECHNOLOGY

AI & Automation: ChatGPT, OpenAI Codex, Claude, Claude Code, Gemini, Perplexity, ElevenLabs, Zapier AI, AI-assisted workflow design, prompt engineering, sales automation
CRM & GTM: HubSpot, Salesforce Lightning, Salesforce, Outreach, ZoomInfo, DiscoverOrg, LinkedIn Sales Navigator, Apollo.io
Project & Analytics: Asana, Monday.com, Jira, Tableau, Google Analytics, Microsoft Office / Office 365
Technical Foundation: HTML, CSS, JavaScript, SQL; prior experience with C, C++, Java, Visual Basic, XML, ColdFusion, Perl
Methodologies: Agile, Waterfall, MEDDIC, Solution Selling, Sandler
Languages: English; Russian (fluent)