

Valentin Treskunov

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Sales Enablement & Revenue Operations Leader

CRM Training

GTM Strategy

Project Management

Business Development

Results-driven enablement leader with 20+ years of cross-functional experience in technology, sales, and project execution. Proven track record of training and onboarding SDRs, AEs, and Sales Managers across fast-scaling organizations. Expert in CRM implementation (HubSpot & Salesforce Lightning), GTM strategy, and AI/MarTech stack deployment. Skilled in aligning sales processes with revenue goals, fostering high adoption, and driving pipeline velocity.

CAREER HIGHLIGHTS

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

Director of Sales Enablement and Project Management

Mar 2012 to Present

As the Director of Sales Enablement and Project Management, I oversee the end-to-end process of managing Sales, Education, PR, Social Media, and Professional Development (PD) job requests. This includes receiving and reviewing job requests, assigning tasks to the appropriate team members, tracking progress, ensuring timely communication, and overseeing completion using project management systems such as Asana and Monday.com. Additionally, I lead CRM training and enablement programs across HubSpot and Salesforce Lightning, onboard SDRs and AEs, and support GTM execution using tools like ZoomInfo, Outreach, and AI-driven platforms (ChatGPT, Claude) to optimize sales efficiency and pipeline growth.

- Lead and manage multiple project teams consisting of cross-functional resources, including developers, designers, testers, and business analysts.
- Develop and implement project plans, including resource allocation, timelines, and budgets, to ensure successful project delivery.
- Manage project risks and issues and develop and implement risk mitigation strategies.
- Monitor project progress and identify and resolve project issues and conflicts.
- Designed and led sales enablement programs supporting SDRs, Account Executives, and Sales Managers across multiple industries including SaaS, consulting, and AI/ML startups.
- Delivered hands-on CRM onboarding and training for HubSpot and Salesforce Lightning, improving data hygiene, opportunity tracking, and forecast accuracy.
- Developed documentation, live workshops, and playbooks that improved CRM usage compliance by 60% and shortened ramp time by 30%.
- Orchestrated CRM integrations across marketing and sales to support lifecycle attribution, pipeline reporting, and outbound prospecting via SalesLoft, Outreach, ZoomInfo, and DiscoverOrg.
- Deployed scalable onboarding sequences and best practices leveraging ZoomInfo and HubSpot Marketing Hub to enrich outbound campaigns and segment audience effectively.
- Partnered with leadership to roll out AI tools (ChatGPT, Perplexity, Claude) across teams to streamline messaging personalization and response accuracy in outbound sales.
- HubSpot CRM Integration and Deployments: Successfully implemented and deployed HubSpot Sales CRM across multiple organizations, including a \$25M Series A AI/ML startup (Superwise) and a NetSuite consulting business, optimizing lead tracking, pipeline management, and reporting. Streamlined sales workflows, enhanced team efficiency, and contributed to measurable revenue growth by aligning CRM functionality with business strategies.

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Superwise – Tel Aviv, Israel

Feb 2022 – Jul 2022

Business Development Manager

At Superwise, a pre-Series A AI/ML startup, I partnered directly with the CRO, CEO, and Head of Marketing to establish a scalable outbound sales process from the ground up. I led the development of go-to-market strategies and refined our ICP segmentation to align messaging with buyer pain points. I implemented and configured HubSpot CRM to track lead activity, automate outreach workflows, and ensure alignment between sales and marketing teams. I built outbound playbooks and trained new SDRs, enabling faster ramp-up and improved outreach efficiency. I also supported key enterprise deals by preparing business reviews, guiding prospects through PoC engagements, and assisting with contract negotiation strategy—all contributing to a \$450K pipeline within the first two quarters.

- Enabled go-to-market efforts during pre-Series A growth phase by implementing scalable HubSpot CRM workflows and enabling BDR/AE alignment.
- Trained and onboarded 4+ BDRs, creating foundational enablement assets (email templates, call scripts, objection handling frameworks).
- Launched HubSpot Sales & Marketing Hubs, including lead scoring, automated nurture flows, and custom reporting dashboards.
- Supported CRO and CEO in defining KPIs and driving early adoption of a pay-as-you-go SaaS model.
- Spearheaded segmentation and list-building efforts using ZoomInfo and email enrichment tools to improve ICP targeting and conversion rates.

INETSOFT – Piscataway, NJ

Aug 2019 – Dec 2020

Business Development Executive

At InetSoft, I played a key role in launching both inbound and outbound business development functions while operating in a hybrid role covering the full sales cycle—from initial outreach to deal closure. I contributed to the development of the company's account-based marketing strategy by identifying target accounts, qualifying leads, and nurturing strategic partnerships. My efforts included outbound prospecting, managing early-stage discovery, and collaborating closely with leadership to refine sales processes and messaging while maintaining quota responsibility.

- Helped with onboarding inbound sales team member, including but not limited to: Outbound sales, email marketing, LinkedIn and CRM. In addition, helped with marketing campaigns working directly with CMO. Coaching the new team member on best practices for email and outbound follow-up.
- Helped secure a fortune 100 telecommunication account within first quarter, three times larger than average deal size.
- Ramped up pipeline to quota attainment within 6 months. Securing closed business within first three months. Expanded footprint in a legacy account. As well as closing new business internationally in both Jamaica and France.
- Partnered with CMO and sales leadership to coach inbound and outbound reps on CRM best practices, including LinkedIn Sales Navigator and Salesforce Lightning optimization.
- Trained SDR on outbound email cadence, follow-up, and prospecting strategies—contributing to early deals with Fortune 100 accounts.
- Ran email marketing campaigns using HubSpot and developed segmentation strategies based on product interest and deal stage.

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INFORMATION BUILDERS – Chesterfield, MO

Aug 2016 – Mar 2019

Business Development Specialist

At Information Builders, I led top-of-funnel sales efforts by executing outbound prospecting strategies and qualifying opportunities using an account-based marketing approach. I identified and engaged key decision-makers within target accounts to drive pipeline growth and build lasting partnerships. In parallel, I coached and trained over 25 sales team members on Salesforce CRM best practices, improving opportunity tracking, pipeline visibility, and reporting accuracy. My enablement efforts helped enhance team performance, streamline workflows, and elevate overall sales productivity.

- Grew sales portfolio by leveraging email marketing, outbound sales and networking strategies to identify key decision makers, build trust with stakeholders to further enhance account management and create positive customer experience.
- Recognized as top tier sales development representative for quarter after quarter quota attainment and maintaining largest pipeline both 2017 and 2018.
- Generated over \$4.6 million pipeline with over \$1.2 million closed business in 2018.
- Nominated SDR of Region Q4 '17
- Recognized as top performer for 8+ consecutive quarters.
- Delivered Salesforce CRM onboarding and live training to 25+ sales staff, focusing on opportunity management, reporting, and campaign tracking.
- Spearheaded outbound prospecting strategy using DiscoverOrg for account mapping, stakeholder identification, and list segmentation.

CENTRAL JERSEY FUTBOL ALLIANCE – Sayreville, NJ

Mar 2021 – Present

Co-Founder & Advisor

Oversee the expansion and growth of youth soccer program with in-person and online components, which includes business sponsorship, online marketing (Social, Paid, Email) and public engagement.

- Launched and scaled youth soccer program with over 100+ members and growing sponsorship support (Adidas).
- Built digital infrastructure, marketing strategy, and CRM workflows for community outreach and retention.
- Implemented social media and SEO strategy using HubSpot, Google Business, and analytics tools.

Additional Experience: Best Buy (Geek Squad Sr. Agent), Mastercard (Customer Ops), Nike (E-commerce Support), GoDaddy (Sales Consultant), Metaverse Corp (BD Manager), J&R Software (Programmer), AAA Exotic Wood (Webmaster)

EDUCATION & CREDENTIALS

Bachelor of Science in Computer Information Systems

DEVRY UNIVERSITY – North Brunswick, NJ (2004)

Proficiencies

Hardware:

MacOS, Windows 10/11, Linux, PC Workstations.

AI & Machine Learning Tools:

ChatGPT, Claude, Grok, Gemini, Midjourney, DALL-E, RunwayML, Perplexity AI, ElevenLabs, Zapier AI.

Languages:

Python, JavaScript, SQL, HTML, CSS.

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Software Environments:

Office 365, GSuite, Salesforce, HubSpot, Tableau, Monday.com, Asana, Jira, Adobe Photoshop, Adobe Illustrator.

Marketing and Sales Environments:

Google Analytics, Google Ads, LinkedIn Sales Navigator, Salesloft, Outreach.io.

Expertise:

SEO, Email Marketing, Lead Generation, Social Media Strategy, Affiliate Marketing, Project Management, Business Development, Sales Methodologies (MEDDIC, Solution Selling, Sandler).

Industries:

State & Local Government, Higher Education, Retail, Manufacturing, Healthcare, Internet Services.

Languages Spoken:

English, Russian (fluent).